

JULY, 1956

Southern BUILDING SUPPLIES

SERVING DEALERS



AND WHOLESALERS

OUR BILL OF GOODS

Better Material Handling Reduces Operating Costs

'Doctor Fixit' Swamped with Profitable OHI Jobs

Local News Spices Ads

Plastic Panels Make Modern Breezy Patios

'Early American' House

Better Ways to Win and Hold New Patrons

Helpful Booklets Free

Contents on page 3

11,800 Copies This Month

Why Homes Need Modern Insulation –
and Where It Should Be Installed – page 37

D-I-Y Store Offers Semi-Self Service – page 40





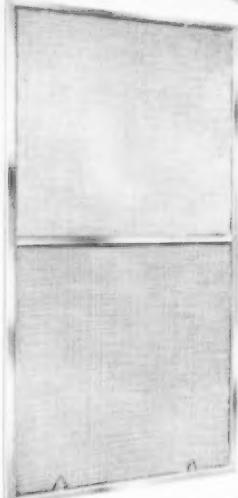
Aluminum Screens

NOW YOU CAN BUY
THE FINISHED PRODUCT

YOU CAN BUILD
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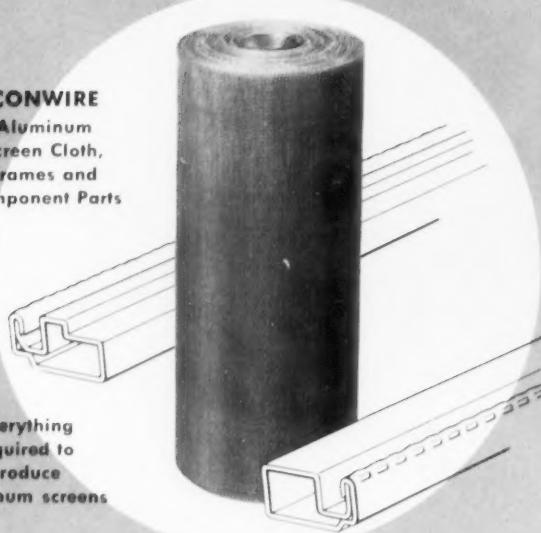
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Aluminum Screen



practical beauty
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Aluminum
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Frames and
Component Parts



everything
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produce
aluminum screens

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AFFILIATED WITH DODGE WINDOW CORPORATION

You'll make **MORE SALES** WITH THIS COMPLETE LINE

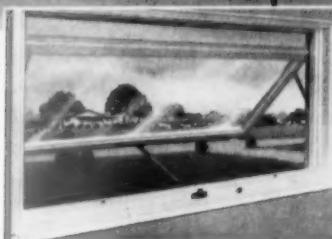
National's complete one-source line includes units for every opening in every house, regardless of building design or price. National Panel Windows, Quality Seal Windows, and Ready-Hung Doors — in addition to aluminum screens and packaged wood trim — enable you to satisfy the needs of all your builder customers. Selling them is easy because the National line is loaded with desirable sales features.

You'll make more profits with the National line, too. Each unit is shipped complete — ready for slipping into rough openings — and is priced competitively. There are no costly "rejects" either. National units are precision, factory-made and chemically treated to last the life of the house.

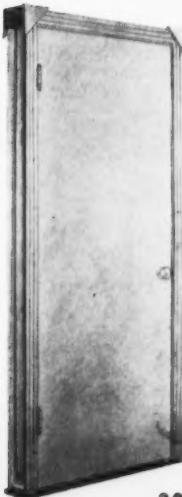


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20-MINUTE INSTALLATION

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Southern BUILDING SUPPLIES

JULY, 1956

VOL. XI No. 7

806 Peachtree St., N.E., Atlanta 8, Ga.

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Copyright, 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.



BUSINESS PUBLICATIONS AUDIT OF CIRCULATION
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

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Published Monthly in Atlanta, Ga., and Charlotte, N. C., by

W. R. C. SMITH PUBLISHING COMPANY

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SOUTHERN BUILDING SUPPLIES is published monthly by W. R. C. Smith Publishing Company, Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 8, Ga. Accepted as controlled circulation publication at Charlotte, N. C.

Volume 11

TENSION-tite®

SCREENS

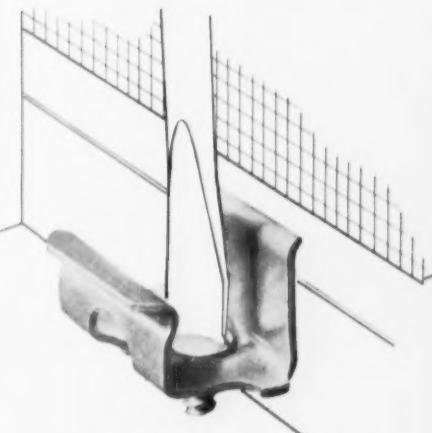
feature

adjustable tension

—without springs,

levers, knobs,

or wing nuts



Offer the finest!

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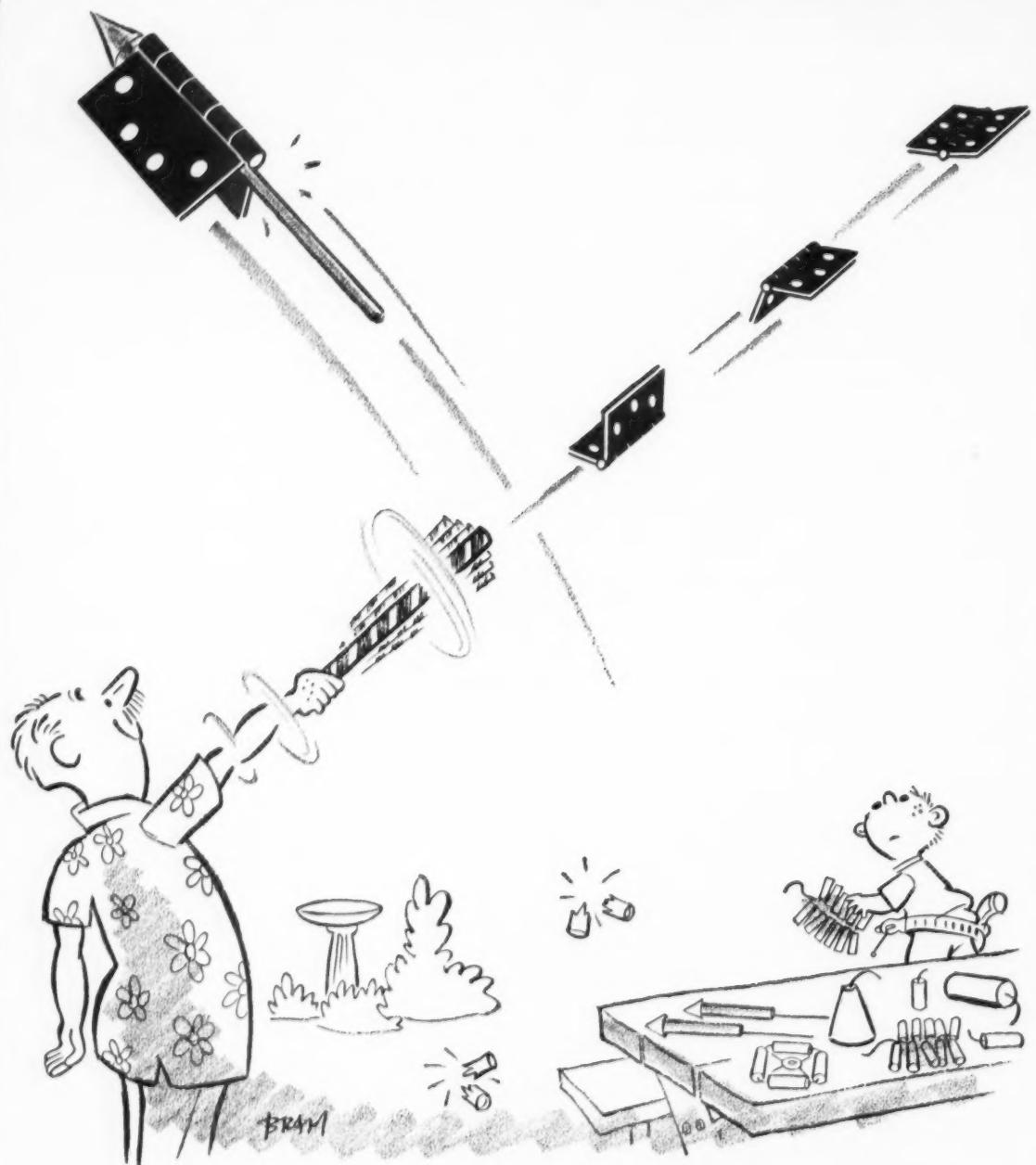
The tension on these screens is readily adjusted with a screwdriver. There is nothing here to attract children . . . nothing to fall off when screen is detached for window washing . . . no springs to sag or pop. The foolproof simplicity of its hardware makes Tension-tite the longest lasting frameless aluminum screen. May we put you in touch with a local jobber who will provide everything you need to sell this profitable item?

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No. 7



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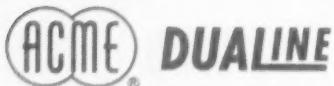
- Specially extruded heavy gauge aluminum gives Top Header added rigid strength.
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For Wood
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"33" retains its life-giving oils, stays elastic and keeps the bond between glass and sash permanently intact. It is not like ordinary glazing materials—it never loses its "life," chip or crack, nor is the bond between sash and glass ever broken. "33" is highly efficient for patching nail holes and cracks before painting, setting plumbing fixtures, etc.



Rely-on CAULKING COMPOND

Inexpensive
Home Protection

"Rely-on" is a sure and inexpensive way to eliminate drafts, dirt, insects, rust, rot, unsightly holes and cracks inside and outside. It adheres to practically any surface—wood, brick, glass, stone, tile, cement, masonry or plaster. Does not dry out or become rock-hard and will not crack, chip or crumble—stays permanently elastic. Packed in cartridges and in bulk.



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BATH TUB and TILE SEALER

Dries Fast with Smooth,
Satin-White Finish

Adheres to any surface: plaster, glass, tile, cement, wood, wallboard or metal. Compounded to withstand expansions and contractions, dries quickly and takes paint beautifully, as soon as dry. Does not discolor adjacent materials, or chip, crack, or crumble with time. No unpleasant odor, non-injurious to hands.

Ideal for sealing around bath tubs, lavatories or kitchen sinks—for filling cracks and nail holes—for pointing joints in various types of plastic or metal tile.



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who specialize in Quality Lumber from the
finest mills in Oregon, California
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MILLS AT MARYSVILLE AND SACRAMENTO, CALIFORNIA

"Cleaning Up Our Own House Seems to Be in Order"

A NATURAL FOLLOW-UP to our special features in SOUTHERN BUILDING SUPPLIES last month on the functions of wholesalers and their relationships to dealers and manufacturers (though he had not read them) is the reasoning of Executive Vice-President Don A. Campbell in his June 11 bulletin to members of the Kentucky dealer association.

Admitting anew that "the distribution of building materials has reached the critical stage," Campbell explained to the retailers how and why "Cleaning up our own house would seem to be in order."

In place of "Random Length" comments this month, we're happy to present Campbell's practical views here for all our readers in 18 Southern and Southwestern states.

THE DISTRIBUTION OF BUILDING MATERIALS has reached the critical stage. The orderly flow of goods from the Manufacturer and Jobber to the Retailer, the accepted pattern for years, is now disrupted. Each segment is accusing the others for this breakdown but no one has offered a solution.

PRODUCTIVE CAPACITY has reached an all-time high. As a consequence, some manufacturers have been seeking new and different outlets for their goods, forgetting the experiences of the past, ignoring future complications.

THE RETAIL LUMBER DEALER with an investment in plant and inventory is unhappily watching this bypassing technique wondering what he can do about it. It's a serious situation and the only permanent remedy seems to lie in a complete and honest appraisal of our position and the factual needs for our services.

TRESPASSING is today, as it has been in the past, a major reason for this breakdown. Each segment expanding into other fields, all feeling that the end justifies the means. As some in each segment continue to ignore their own particular field of operation, just so long will we have this disruption in the orderly flow of goods to the consumer.

SINCE we can act only in our own field, cleaning up our own house would seem to be in order. Everyone isn't out of step but Johnny even though we may feel that all of our troubles have been brought on by others. We too must bear our share of the blame for having contributed to the present situation. By starting with ourselves and correcting our own faults, we can be in a stronger position to defend the importance of our contribution to the industry.

ONCE WE HAVE determined our own functions, we can better appraise the over-all problem.

THIS IS HOW I think it can be done:

ANALYZE OUR FACILITIES. determine the type of business we want to do and the territory we wish to cover.

INSTALL necessary equipment to economically handle merchandise and accounting.

CAREFULLY SELECT the brands we handle after studying the *quality* of the goods and the *sales policy* of the manufacturer.

TRAIN every employee to know the goods he sells, what they will provide in comfort and convenience. Show him how to create the desire on the part of his customers for the things our merchandise will provide.

STRESS the completed package in our sales approach. It makes for easier selling, emphasizes our role as a retailer of goods and services to the consumer, and offers a better profit margin than bidding on material lists.

ACKNOWLEDGE that there *are* sales that are not retail in scope and as such, are not rightfully ours. By demanding that *all* sales, regardless of size or service required, be routed through us, we weaken the position of our supplier by our insistence and more often than not lose the business for both. It is a selfish demand for recognition that is not rightfully ours.

PLEDGE to our suppliers an honest effort to do the best job we can in our territory for the type of customer we are set up to serve. The fact that we have failed to meet this obligation in many instances has caused misunderstanding. Such a policy of mutual responsibility would insure full cooperation and create better relations.

OUR FUTURE will surely be determined by the extent of this self analysis, our acceptance of our suppliers' problems and our acknowledgment that our position rests solely on the service we are able to perform for the consumer of the goods we sell.

FIR PLYWOOD

PROFIT POINTERS

SELLER SALES, TOOLS AND MERCHANDISING IDEA

- 1** New Subfloor-Underlay Panel
- 2** Pipsqueak Sailboat
- 3** Boat Plans Double Sales
- 4** Summer Sales Drive



1. Revolutionary 2-4-1 plywood combination subfloor-underlay panel offers real volume sales opportunities. Used over supports 48" o.c., new panels can save up to \$500.00 per house over conventional shiplap and joint construction.

2. 5-Foot Exterior Plywood Sailer, featured in LIFE magazine and network TV shows, is light, strong and sturdy. Designed for two tots or a single adult. Plans as well as complete full-size patterns are available from DFPA. Send for details now.



3. Boat Plans featured in small newspaper ads resulted in Exterior plywood sales increase of over 100%. E. McKinney, manager of the Pabst Lumber Co., Houston, reports "terrific response due to use of DFPA boat plans merchandising kit."

4. Summer Sales Drive to increase dealers' warm weather "do-it-yourself" sales continues in July and August in home magazines and Sunday newspapers. If you haven't received your free tie-in plans kit (or need extra plans) rush coupon today.

**PLAY IT SAFE! INSIST ON
DFPA INSPECTED PANELS**

You're sure of quality when you stock and sell only DFPA grade-marked fir plywood. There's a type and grade for every job.

DFPA TESTED QUALITY

EXT-DFPA WSP Plywood of other western softwoods available; look for this DFPA trademark.

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- Portland, Ore.
- San Francisco, Calif.
- Los Angeles, Calif.
- Denver, Colo.
- Salt Lake City, Utah
- Phoenix, Ariz.
- Tucson, Ariz.
- Sacramento, Calif.
- Olympia, Wash.
- Anchorage, Alaska
- Victoria, B.C., Canada

DOUGLAS FIR PLYWOOD ASSOC., Dept. SBS, Tacoma 2, Wash.

1. New 2-4-1 — Send details on specifications and availability.

2. 5' Sailboat — Send sample plans and information about full size patterns.

3. Boat Plans—Enclosed is \$2.75 for complete boat plans merchandising package. Includes 60 plans, counter stand, banners, etc.

4. Summer Sales Drive —Send complete free kit or plans as specified. If extra plans desired please order by number.

Please send the material checked at left.
(Good USA only.)

Name _____

Address _____

Firm _____

City _____ Zone _____ State _____

SUPPLY and DEMAND

Housing Starts Slump More Than Sales Values

Some 108,000 non-farm dwelling units were started in May, a seasonal gain of 2,000 over April figures but 30,000 fewer than in May, 1955, according to the U. S. Department of Labor's Bureau of Labor Statistics. Of these units, 1,000 were public housing.

Housing starts for the first five months of this year totaled 463,000. This figure is in line with totals for the same periods in 1951-54—but was 17% below 1950 and 1955 starts.

Units started under FHA and VA inspection during the first five months of this year dropped 27% below comparable months in 1955.

According to Dr. George Cline Smith, vice-president and economist for the F. W. Dodge Corp., too much attention has been paid to the decline in the number of new housing starts and too little to the dollar volume of activity that these starts represent.

"While the number of new non-farm housing starts in the first quarter of this year was down about 16% below the same period last year," Dr. Smith said, "the dollar volume of residential building nationally in the same period was down only 8%. If there is no improvement during the rest of the year (and there probably will be some upturn) this 8% decline would still leave 1956 as the second highest year in history, far above 1950 when the number of housing starts reached its all-time high."

The increase in dollar volume, according to Dr. Smith, is due to—

1. Higher costs of materials and construction wages.

2. American families can afford larger houses and need more room.

3. Today's mechanized house is far more complex and more completely equipped than its predecessors.

Lumber Yard Sales 7% Ahead of 1955

The report of the U. S. Department of Commerce indicated that retail sales in the lumber, building material, and hardware category dropped 2% in April below figures for April '55.

Lumber yards alone showed no loss in retail sales for this April over last. Sales for this group during the first four months of the year rose 7%, compared to the entire building material industry gain of only 1%.

Lumber and construction material

wholesalers enjoyed a 2% gain during April over '55. The gain for the first four months of '56 was 4%.

Wholesale prices continued to inch up, according to the U. S. Department of Labor. The category for lumber and millwork suppliers showed a 3.8% gain in May, 1956, over the previous May.

Lumber and Material Sales Rank 5th in U. S.

Total sales by lumber and building material dealers during 1954 ranked fifth among the 70 kinds of retail businesses covered by the 1954 Census of Business of the U. S. Department of Commerce. Such sales totalled \$6.5 billion during 1954.

Retail classifications running up higher totals were: grocery stores, \$34.4 billion; franchised passenger car dealers, \$25.1 billion; department stores, \$10.6 billion; restaurants and cafeterias, \$7.3 billion. Retail store sales for the year reached \$170.0 billion.

In increase of sales over 1948—26.9%—lumber and building supply dealers did not fare so well. The national retail trade increase during the six-year comparison was 31.9%. Grocery store sales soared 39.2%; eating places, 52.9%; furniture and home furnishing stores, 42.5%; franchised passenger car dealers, 57.4%; farm and garden supply stores, 89.4%; camera and photo supply stores, 38.6%.

The number of lumber and building material dealers increased from 30,177 to 25,978—about 17%—between 1948 and 1954. The increase in number of retail establishments generally was a little over 3%.

Lumber Output Ahead of Shipments, Orders

With good weather allowing full production and orders not matching the fast construction pace of previous springs, the National Lumber Trade Barometer was weak for the week ending June 16. Shipments were 5.5% below production, and new orders were 1.1% below output. Compared with the corresponding week in '55, production was down 1.6%; shipments, 13.7%; and new orders, 10.3%.

The Southern Pine Trade Barometer for the same period showed shipments 0.7% below production; orders, 5.3% below output. Comparison with the three-year average showed actual production 3.0% high-

er, shipments 2.3% lower, and orders 2.4% off.

The slightly slower lumber market was reflected in the NRDLA survey of retail lumber stocks and sales for the month of April. Nationally, sales were 7.0% below April '55. However, sales in the Middle Atlantic district were up 7.3%, and those in the East South Central states were up 7.5%.

According to the 100th report of the Lumber Survey Committee, demand for lumber exceeded production during the first quarter of 1956. Bad winter weather cut lumber output more than demand, the committee explained. Despite adverse weather and reduced supplies of logs and stumpage, manufacturers produced an estimated 8,929 million board feet of lumber in this year's first quarter—about 2% less than in the corresponding 1955 period.

Wholesalers Want All Lumber Grade-Marked

The annual convention of the National-American Wholesaler Lumber Assn. on June 20 in Vancouver, British Columbia, unanimously endorsed the principle of grade-marking all lumber.

With over 750 men and women in attendance, the association in other adopted resolutions: (1) urged the immediate discontinuance of the 3% Federal transportation tax; (2) urged Congress to enact legislation necessary to effect the savings in government operation that are contained in the Hoover Commission report, and (3) recommended to Congress the passage of a bill (S.J. 171) calling for an immediate study of traffic regulations and equipment facilities of rail carriers to ease freight-car shortages.

The NAWLA by-laws were amended to discontinue the office of secretary-directing manager and to create the new office of executive vice-president. Sid L. Darling, who held the former office for 20 years, was elected executive vice-president. Charles J. Fisher was named secretary.

President J. Philip Boyd of Chicago, First Vice-President Martin T. Wiegand of Washington, D. C., and Second Vice-President Donald R. Meredith of New York were elected for a second term. New directors include: W. H. Leachman, Johnson & Wimsatt, Inc., Washington, D. C.; Harold A. Crane, Dealers Warehouse Supply Co., Baltimore; and Ralph C. Hensel, Winston-Salem, N. C.

IT'S A LITTLE POWERHOUSE



MAGNETIC CATCH



FREE! DISPLAY DEMONSTRATOR

Attractive, compact "try-it-yourself" demonstrator makes for quick sales. Yours free with initial order of one gross.

ASK YOUR JOBBER
OR WRITE US

Order Now!

Immediate

Delivery!

Suggested
Retail

39c

PACKING: Individual cellophane envelope packs or blister packed, complete with strike and screws. 1 doz. per carton; 24 doz. to shipping container, approximate weight 31 lbs.

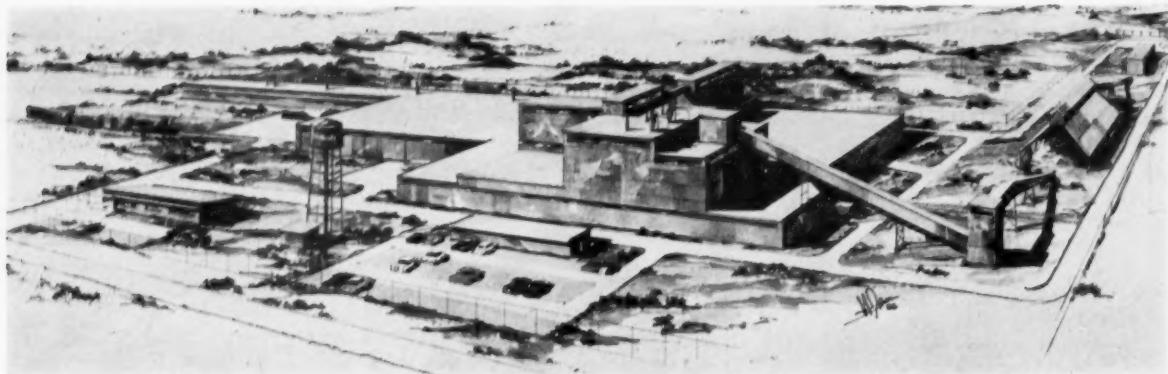
Also Available in Bulk—Suggested Retail 36¢ ea.
1 doz. to a carton; 20 doz. to shipping container; approximate weight 31 lbs.

(Less Your Usual Discount)



TOP NEWS

For Dealers, Wholesalers and Manufacturers



FLINTKOTE PLANS ANOTHER TEXAS GYPSUM PRODUCT PLANT

The Flintkote Co. has announced plans to build a gypsum-processing plant at Sweetwater, Tex. Shown here in an architect's rendering, the plant will produce gypsum board, plaster, and related products to serve this area. Production is expected to start in 1957.

The project is part of a \$20,000,000 expansion program undertaken by Flintkote.

Earlier this year, the company acquired the Insulrock Corp., maker of fireproof acoustical materials. Another Flintkote plant at Ennis, Tex., is under construction.

14,700,000 Families Planning OHI Jobs

A bright prospect for activity in practically every area of the building industry between now and February, 1957, is indicated by a new national research study, "Survey of U. S. Markets, 1956," conducted by Alfred Politz Research, Inc., under the sponsorship of Look magazine. The survey was made during February.

The survey shows that 4,500,000 U. S. families are seriously considering buying or building a home by February, 1957. Of these, 2,250,000 said they were thinking in terms of a newly-built home, while only 1,200,000 said they believed they would purchase a house lived in before. Approximately 1,050,000 families were still on the fence as to whether the house would be new or previously occupied.

Regarding improvements to 14,700,000 homes already owned, the projects under consideration include new roofs, remodeling and finishing interiors, painting, papering, and new floor coverings.

Painting or papering of one or more rooms forms the largest single category of home-improvement plans under consideration during the coming year. The survey indi-

cates that 9,550,000 householders have such projects in view. An additional 6,500,000 families are seriously considering outside paint jobs.

In the realm of major construction requiring lumber, cement, shingles, insulation, plaster or similar building materials, a total of 5,700,000 home-improvement projects are under consideration. The Look-Poltz survey indicates the following market potential prior to February, 1957: a new roof is being seriously considered by 1,500,000 home-owning families; a room partition by 450,000; the addition of a room or rooms by 1,300,000; combining rooms by 400,000; finishing the attic by 600,000, and finishing the basement by 1,450,000.

New Glass Screen Group

Weavers of fibrous glass insect screening have organized a trade association within the National Federation of Textiles, Inc. The group will be known as the Glass Fiber Screen Weavers Group.

George H. Day II, vice-president of Chicopee Mills, Inc., has been elected chairman of the group. C. A. Comfort, vice-president of the Exeter Manufacturing Co., is vice-chairman.

U. S. Home Builders on Tour of Russia

A delegation of 14 American homebuilders are in the Soviet Union to inspect housing in 12 cities on a month's tour.

Representing the National Assn. of Home Builders, the delegation is scheduled to visit Moscow, Leningrad, Minsk, Kiev, Zaporozhe, Kakhovka, Kadievake, Krasnodar, Stalingrad, Baku, Ashkhabad, and Tashkent. It is headed by Earl W. Smith of Cerrito, Calif. As 1955 president of NAHB, he acted as official host to a delegation of Soviet housing technicians who visited the United States last October.

"The reciprocal visit which we now are starting will complete an exchange of information on home-building in the United States and the Soviet Union," Smith said as the delegation departed from New York by air on June 11. The tour is due to wind up in Moscow about July 15.

NAHB members of the delegation include S. N. Adams, Houston, Tex.; Hans Heymann Jr., Bethesda, Md.; Harry A. Boswell Jr., Mt. Rainier, Md.; Martin L. Bartling Jr., Knoxville, Tenn.; John R. Worthman, Fort Wayne, Ind.; Thomas P. Coogan, New York City; Arthur Oman, Nor-

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Dixisteel
Building Dealer**

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Birmingham

Wise-Sudduth Steel
Building Company
P. O. Box 1252
PHONE: TR. 9-6525

Dothan

Hollis & Spann,
Contractors
202 South Alice St.
PHONE: 5-1910

Huntsville

Putman Construction
Co.
125 Blount St.
PHONE:
Jefferson 4-1242

FLORIDA

Daytona Beach

Tom Daugherty
Steel Buildings
666 Buena Vista
Avenue (Ormond)
PHONE:
Clinton 2-5262

Fort Pierce

Bill Free Company
3312 Orange Ave.
PHONE: 916 or
2007J

Jacksonville

L. M. Newkirk,
Gen'l Contractor
1436 June Street
PHONE:
Flanders 9-3521

Orlando

Orlando Steel
Building Co.
474 Lakewood Dr.
PHONE: 4-6534

GEORGIA

Atlanta

Atlantic Steel Co.
575—14th St. N.W.
PHONE: TR. 5-3451

Columbus

Steel Builders, Inc.
1236—13th Ave.
PHONE: 2-7729

Macon

Dixie Metal Co.
340—5th Street
PHONE: 3-7437

Savannah

Savannah Iron and
Fence Corp.
E. President St.
Extension
PHONE: 4-5188

TENNESSEE

Chattanooga

Steel Buildings Co.
813 Magnolia St.
PHONE: 7-8340

Clarksville

Thomason and
Reece
College at
Second Street
PHONE: 3-1113

Piedmont

Ellis-Allen Tractor
Company
104 North Main St.
PHONE: 4566

Sheffield

H. H. Daily
Construction Co.
700 Shop Pike
PHONE: 2240

Tuscaloosa

Charles Temerson &
Sons
2104—4th Street
PHONE: 2-1506

Panama City

J. W. Giles
Construction Co.
701 Mulberry Ave.
PHONE:
Amherst 5-2303

Sarasota

Sadler Sales Co.
1027 N. Wash.
Blvd.
PHONE:
Ringling 7-1101

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Bldgs. Co.
4811 N. Westshore
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DIXISTEEL TRADE MARK

BUILDINGS

for business and industry

IMMEDIATE ERECTION • AMAZINGLY LOW COST

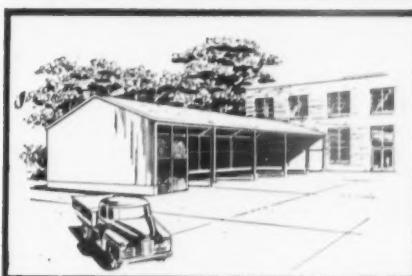
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

FREE ESTIMATES—NO OBLIGATION

STEEL BUILDING DIVISION

Atlantic Steel Company

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRINITY 5-3451

You Name it, We Have it!



and we'll get it to you fast!

6 well-stocked distribution warehouses to serve you

- ✓ ATLANTA — 920 Glenwood Ave., SE, MA. 7-1331
- ✓ CHATTANOOGA — 805 Holtzclaw Ave., 5-3423
- ✓ CHARLOTTE — 2121 Thrift Road, ED. 2-4103, 2-4104
- ✓ JACKSONVILLE — 3511 Walnut, 6-4834
- ✓ MIAMI — 7300 N. E. First Place, PL. 8-6900, 89-7860
- ✓ TAMPA — 2nd Avenue and 14th Street, 4-4139

ATLANTA OAK FLOORING CO.
General Offices and Plant — ATLANTA, GEORGIA



Producing the finest flooring available for more than 30 years!

well, Mass.; Carl T. Mitnick, Merchantville, N. J.; Edward W. Pratt, Royal Oak, Mich.; August Rahlves, Oakland, Calif.; Ernest Fritzsche, Columbus, Ohio; Andrew S. Place, South Bend, Ind., and Marvin M. Helf, Cleveland, Ohio.

Also on the tour are two representatives of the Boston Rental Housing Assn., which was co-host with NAHB to the Soviet delegation when it visited Boston; Robert F. Loftus, NAHB public relationist, and a Russian interpreter from New York.

Material-Handling Clinic at Exposition

Cost-saving ways to move and handle lumber and building products mechanically will be spotlighted again at the third annual National Retail Lumber Dealers Exposition. To be held at the International Amphitheater in Chicago, Ill., December 10-13, this dealer convention will feature a material-handling clinic.

Life-like car unloading demonstrations will be held at the amphitheater, where a depressed railroad track comes right into the building. Fork, straddle, and delivery trucks will be demonstrated along with strapping and palletizing methods.

Demonstrations of the latest tested equipment and techniques in storing and handling typical building products in a lumber yard will be conducted in a model warehouse of some 1,000 square feet. The clinic will run for two days and will be repeated to enable all interested dealers to attend, as well as to visit the many product exhibits and participate in three other action clinics.

An executive committee is directing a planning committee of manufacturers and dealers in developing the clinic program. It includes R. R. Dooley, United States Gypsum Co.; W. J. Salmon, associate editor, *Building Supply News*; and John Moeling, president, Sterling Lumber Co., Chicago.

Subjects to be thoroughly discussed by material-handling experts will be:

"What Kind Of Equipment Should I Use to Start Mechanization of a Yard."

"Why Is Planned Ordering and Standard Units Essential to Mechanized Handling of Building Materials?"

"Yard and Building Layout and Revisions."

"Cost Accounting and Time Study Analysis in the Yard."

"Success Stories of Converted Operations."

"How to Get More Of These Cars

STANDARD WIRE CLOTH CO. OPENS MISS. PLANT



THE STANDARD Wire Cloth and Screen Co. this month will move into a modern plant at Brookhaven, Miss. The above architect's sketch shows the 100,000-square-foot building. Company headquarters formerly were at York, Pa.

According to company officials, the new Brookhaven plant will be the largest insect wire screening plant in the South. It will produce screening from aluminum, bronze, electro-galvanized steel, Monel, stainless steel, and other metals.



KENNETH WALKER



DONALD BLASER

The company also stocks aluminum frameless tension screens made by the Keystone Wire Cloth Co., Hanover, Pa., an affiliate company.

Donald J. Blaser, a company vice-president, will serve as sales manager of the Brookhaven plant. Before joining Standard, Blaser was connected with the Higbee Co., Cleveland, Ohio.

Kenneth W. Walker and G. Harold Horne also were transferred to the Brookhaven plant. Walker, who has had 28 years of experience in manufacture of insect wire screening, will be works manager. Horne will serve as treasurer and office manager.

and Unitized Shipments from the Suppliers and Railroads."

New and constructive movie films on improved methods for handling building material and lumber products will be shown every day of the exposition.

South's Steelmaking Boosted 70% in Decade

Steelmaking capacity has increased 70 per cent in the South during the last 10 years, Robert S. Lynch, presi-

dent of the Atlantic Steel Co., Atlanta, Ga., told members attending the 64th annual meeting of the American Iron and Steel Institute in New York recently.

Some steel companies in the South have increased capacity by about 200 per cent in just one decade, and three producers were not even in operation 10 years ago, Lynch added.

He credited such expansion partially to responsible management, which "knows the difference between fair competition and destructive competition." Big companies seek expansion for the whole economy as well as for themselves.



Turner Heads Promotion for Philip Carey

The Philip Carey Manufacturing Co., Lockland, Cincinnati, Ohio, has announced the appointment of several men to key management positions.

R. F. Turner fills the newly-established position of sales promotion manager. Previously sales promotion was a part of the advertising department. Turner joined Philip Carey in 1934 and was made assistant manager of the Philadelphia district in 1942.

C. E. Morgan has replaced Robert D. Williams as assistant manager of the Cincinnati district.

G. C. Fugett has been made merchandising manager of the paints and emulsion department. He joined the firm in 1948 as a sales trainee and became a dealer salesman in 1953.

N. D. Musser, an architectural engineer, has been appointed assistant merchandising manager of the building products department.

FHA Promotes Sweet

Cyrus B. Sweet, Fresno, Calif., has been elevated to assistant commissioner of operations of the Federal Housing Administration.

A former retail lumber dealer with 30 years of experience, Sweet joined FHA in 1954 as head of the property improvement program. He is a past president of both the Western Retail Lumbermen's Assn. and the National Retail Lumber Dealers Assn.

Sweet's new field of responsibility involves 136 FHA offices in the field and territories. He succeeded Charles S. Mattoon, who resigned due to illness.

MOVING UP in the industry

Ajax Hardware Sales Co. . . . TOBY N. TOBIAS is now general sales manager, having joined Ajax early in 1955. He first served as sales manager and then assistant to the president. Before joining Ajax, Tobias had over 20 years of sales management experience.

L.O.F. Glass Fibers Co. . . . CLINTON F. HEGG has replaced J. M. Johns as general sales manager. Vice-President Hegg has been associated with the glass industry since 1939, when he joined L.O.F. as a sales representative in Dallas, Tex. He returned as district manager of the Dallas office after four years of service in the armed forces with the rank of lieutenant-colonel.

Zonolite Co. . . . JOHN B. MYERS has been elected president of this Chicago vermiculite mining and processing firm. Formerly vice-president in charge of mining and production, Myers succeeds A. T. Kearney, who continues as board chairman.

Orangeburg Manufacturing Co., Inc. . . . CARL FRANKLIN ARNOLD has been appointed north central district sales manager. His territory includes Kansas, Missouri, Nebraska, and the Dakotas, with headquarters in Kansas City, Mo.

Masonite Corp. . . . WILLIAM A. COTTON, vice-president in charge of the Ukiah, Calif., Masonite plant,

has been made vice-president in charge of manufacturing of all plants. His headquarters are in Chicago. Cotton joined the company in 1926 while the original plant was being built in Laurel, Miss. He later became general superintendent of that plant.

Keasbey and Mattison Co. . . . New district sales manager of the Atlanta, Ga., office, is STANLEY C. OUTLAW. He has been selling Keasbey and Mattison products in the Southeast since 1936. He succeeded NORMAN L. BARR, who was appointed general sales manager of the pipe division.

National Housing Center . . . SYDNEY H. KASPER has been named public relations director for this center of building industry activities and material displays. Formerly Kasper was director of publications for the Housing and Home Finance Agency.

Merchandising Trend for '56 Emphasized

"What is the trend in sales and profits for 1956?" Allied Building Credits, Inc., recently asked in a financing promotion letter. It gave these six answers to the rhetorical question:

"The trend is to—

"Sell people the way they want to buy . . . on time."

"Reduce accounts-receivable, increase working capital."

"Sell the package — material, labor, financing — all for the same monthly payments with nothing down."

"Trade-up sale through ease of ownership through easy payments."

"Use modern up-to-date sales methods to capitalize on today's consumer market."

"Join in on the OHI (Operation Home Improvement) to capture your share of the available consumer dollar."

Meanwhile, through its federated state and regional associations, the National Retail Lumber Dealers Assn. offers a meaty workshop package on "How to Use Instalment Selling in the Retail Lumber Yard."

This package includes a color slide presentation with the challenging how-and-why copy available in a 20-page booklet under the same title. It gives these seven reasons for instalment selling:

Helps make extra sales.

Permits larger sales.

Frees dealer's capital.

Reduces bad-debt losses.

Takes job out of competition.

Takes mind from price.

Builds sales in slow months.

The other workshop packages available from NRLDA for firm and



L. W. ELLIOTT has been appointed sales manager of the Griffin Manufacturing Co., Erie, Pa. He will be responsible for sales of hinges, butts, light builders hardware, carded hardware, industrial hardware, cold rolled strip steel, and steel stampings.

dealer-group use cover "How Devil Sells Home Improvement"; "Building Displays that Get Results"; "How to Sell Building Materials with NLRDA Display Panels"; and "Meeting Competition with Component-Built Homes."

'King Cotton' Dethroned As Timber Takes Lead

Recent reports show that the annual value of timber products in the South, as measured in sales, has passed by the value of cotton and other farm crops, as measured in cash receipts, according to the Southern Pine Assn.

The "Blue Book of Southern Progress" states that the value of timber products in the 10 chief Southern pine producing states is \$4,268,000,000 annually, compared with \$4,157,000,000 in farm crop output. This area includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, the Carolinas, Texas, and Virginia.

Even in Mississippi, which lies in the heart of the cotton country, timber has come up so fast that its annual value is virtually on a par with receipts from farm crops.

Wood Conversion Names Erickson, Nicholson

Gordon A. Erickson has been appointed assistant manager of building products sales for the Wood Conversion Co., St. Paul, Minn. Merle A. Nicholson now has the same post for technical sales service.

The two appointments were announced by General Sales Manager M. S. Wolf.

Erickson joined the company in 1940 as a sales engineer and rose to assistant manager of technical sales in 1954.

Nicholson, who succeeded him in technical sales, joined the company in 1952.

Both men will headquartered in the company's St. Paul office.

Pine Mills Organize

For the purpose of planning an educational campaign for the public and tackling other industry problems, representatives of 16 Southern pine manufacturing companies met at Shreveport recently to form the Louisiana Quality Pine Producers.

Their campaign basically will promote the advantages of properly manufactured, graded, and seasoned lumber for framing and other construction work.

Bartholomew, Hasselbring, Lee Advanced by the Southern States Iron Roofing Co.

ELEVATION of Lee Bartholomew to the position of vice-president and manager of the Warehouse Division of the Southern States Iron Roofing Co. effective June 1 was announced by President Paul H. Fox from new headquarters in Atlanta, Ga. This regional distributor of industrial metals and building materials has warehouse operations in nine major Southern cities.

Fox explained that appointment of Bartholomew as vice-president and manager of the Warehouse Division would "facilitate the coordination of all SSIRCO warehouse sales and operations under one manager, thereby resulting in a greater overall company efficiency."

Bartholomew joined the company in 1948 after long sales managerial experience with the Celotex Corp. He had supervised all SSIRCO warehouse sales since that date, first as manager and then as vice-president. He now has jurisdiction over all warehouse sales and operations.

Vice-President Bartholomew immediately appointed Rae E. Hasselbring as manager of sales for the Warehouse Division, and R. Cater Lee as manager of operations for the Warehouse Division.



LEE BARTHOLOMEW

Hasselbring formerly was Southern States' product manager for industrial metals. Bartholomew said "his complete knowledge of merchandising in a warehouse operation was a primary consideration for his appointment" to supervise sales activities in all SSIRCO warehouses.

Lee has had 17 years of experience with the Southern States Iron Roofing Co. in various phases of its operations. He has been connected with the Birmingham firm since 1947 and has recently served as operations manager for the container division there.



R. CATER LEE



RAE E. HASSELBRING

TENNESEAL is easier to Sell



30 years of advertising . . .

back up your every mention of Tenneseal. Several generations of farmers in your area have seen and heard ads on Tenneseal, (just as YOU are now). This continued campaign has been effective. In fact, in a recent poll throughout the South, two and a half times as many farmers preferred Tenneseal as preferred all other brands of galvanized roofing combined.

Tenneseal ads pay off for YOU!

Readily available . . .

An easy sale is no good unless you can deliver fast! That's why TCI has spotted your Tenneseal wholesaler NEARBY. Since Tenneseal orders are frequently BIG ones, you can't always stock enough. A phone call to your supplier, when you run short, will do the trick.

Sell Tenneseal for fast delivery!

The customer will be back . . .
after you've sold him Tenneseal. It's no secret that really satisfied customers will come back for OTHER quality products. Actual use of Tenneseal by farmers over the past thirty years has proved that it lasts longer, with no maintenance.

Tenneseal keeps customers satisfied!

You can show them . . .

how easily Tenneseal is installed with the illustrated promotion literature we furnish. A sheet or two of Tenneseal, hanging on the store wall, makes an ideal indoor display on which you can easily point out Tenneseal's many superior features.

Sell easily demonstrated Tenneseal!

A leak-proof blanket of steel . . .

is provided by Tenneseal. This four-fold protection is important to your customers . . . V-Drains allow rapid runoff of surface water. Snug fitting underlap and overlap drains quickly carry away water blown or drawn into side joints. Three cross crimps and a pressure lip on each sheet of Tenneseal make a water-proof barrier out of each end-joint. Continuous line galvanizing production of Tenneseal gives even distribution of the 1.25 ounce ordered coating, to meet rigid ASTM specifications. Once installed, a Tenneseal roof requires no additional attention. Sell efficient Tenneseal!

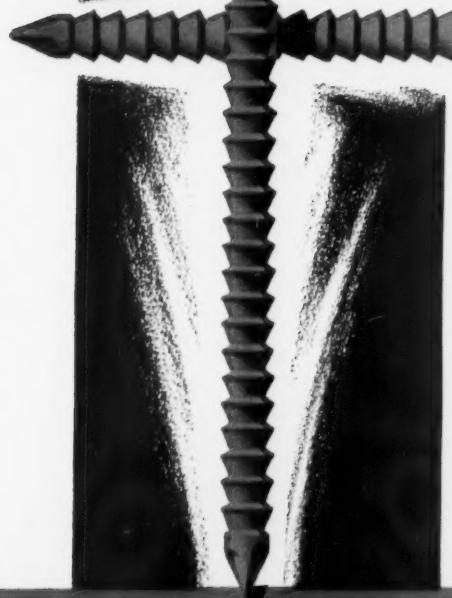
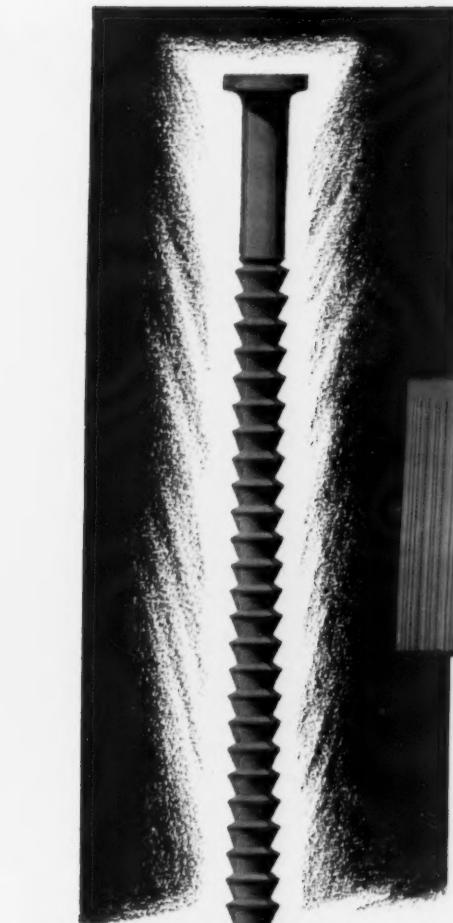
TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

USS AMERICAN FENCE USS TENNESEAL V-DRAIN ROOFING

UNITED STATES STEEL





Shakertown®

FIRST NAME IN
CEDAR SHAKES

Nail the Sale

This is the building package that hits the nail on the head for *sales and profits* for the building supply dealer . . . the complete package for shake exteriors by Shakertown!

U. S. Patent 2,232,786. Other U. S.
and Foreign Patents Pending

GROOVED CEDAR SHAKES

INSULATION BOARD

Shakertown **GLUMAC® UNITS**

Genuine cedar shakes bonded to asphalt-impregnated insulation board electronically and prestained at the factory, 46 $\frac{3}{4}$ inches long, GLUMAC Units are the ideal length for fast application, maximum economy and an extra margin of profit. Selected first-grade cedar assures unexcelled quality of product. Choice of twelve decorator colors.

Shakertown **COLORED NAILS**

Colored to match the shakes, annular threaded for maximum "holding power," Shakertown nails will not discolor and do not require a touch-up coat of stain. Packed right in the carton with Glumac Units, Shakertown colored nails simplify the builder's job . . . help make the sale for you.

Shakertown **COLORED JIFFY CORNERS**



Color-matched to Shakertown GLUMAC Units, Jiffy Corners are die-fluted to match the grooved surfaces of GLUMAC Units . . . apply in a "jiffy" for an attractive, strong, weathertight corner . . . another quality Shakertown product . . . another sales-maker for the dealer!



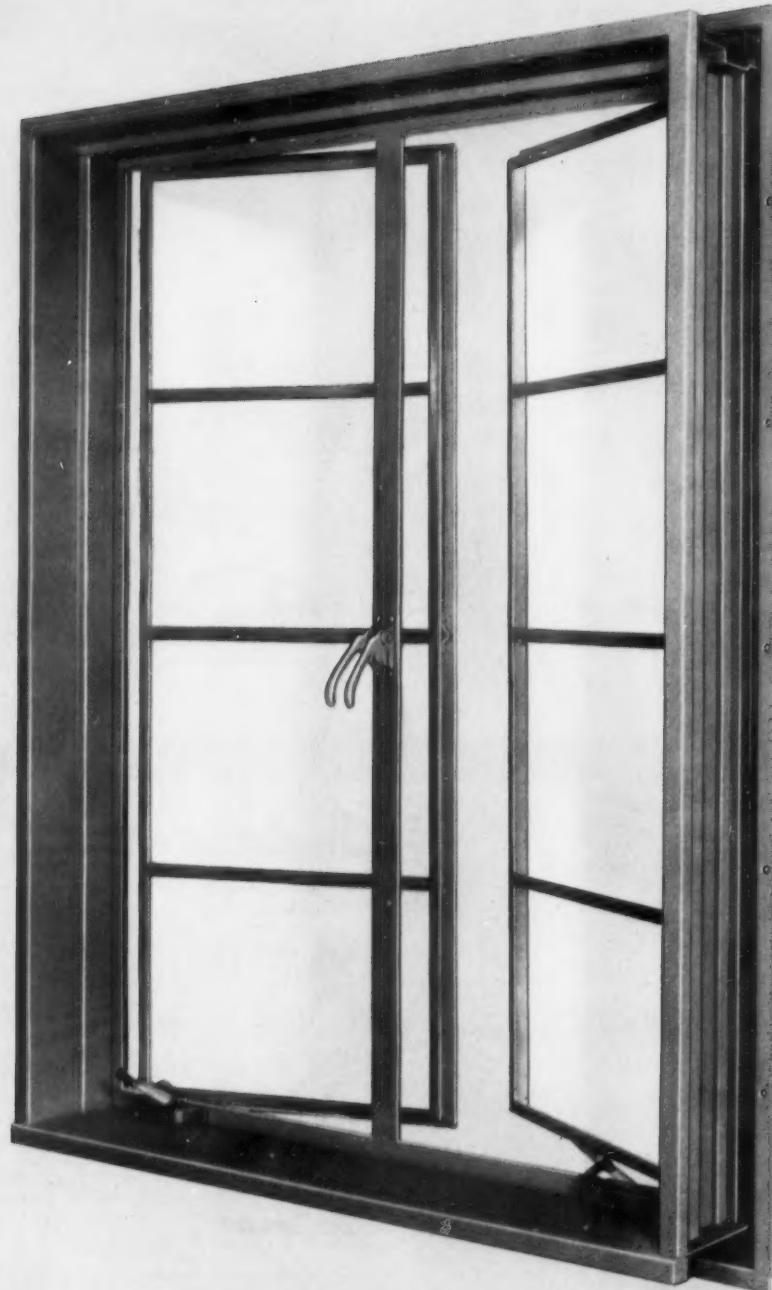
CARTON PACKED, one-half square to the carton, GLUMAC Units are easily handled, stacked and delivered.

Ask your Distributor or write . . .

THE PERMA PRODUCTS COMPANY

20310 KINSMAN ROAD • CLEVELAND 22, OHIO

Another
Tenestra
Profit Package



YOUR SINGLE SOURCE OF SUPPLY FOR DOORS •

Fenestra Window and Casing Units

make **Two Profits** for you...!

Wrap up a Fenestra Steel Window with Fenestra Combination Inside/Outside Trim! You make a profit on the window and a profit on the trim.

Saves builders 15-20 carpenter-hours per house

A Fenestra Window and Casing Unit can be installed in 15-20 minutes as compared with the 1½ to 2 man-hours usually required to install sash, frame and trim pieces. Just set the unit in the opening, level and nail it to the sheathing. Anyone who can swing a hammer can put it in. And, the window is installed complete with trim in one operation. The inside/outside trim pieces form a stop for plaster or dry wall interior finish and for brick veneer or siding on the exterior. Also designed for use with brick or concrete block construction with furring.

Ready for color-styling, too!

Both the window and the trim are Bonderized and prime-painted ready for finish painting in any color the owner desires. Your builder customer can take advantage of Fenestra's

big color advertising program in *Better Homes & Gardens* and other national publications to help him sell more houses. This national advertising program helps *you* sell the builder Fenestra Windows.

Available in all types and sizes!

Fenestra Window and Casing Units are available in Casement, Projected or Windo-Wall types in all standard sizes. Your Fenestra Distributor or Warehouse carries them in stock, ready for fast delivery. Fenestra screens and storm panels are also available to complete the window package.

Get complete information today!

Your Fenestra Representative—listed in the Yellow Pages—will be glad to give you complete sizes, types and prices of Fenestra Window and Casing Units. He can also show you how this packaged window unit is installed and how easy it is for you to stock and sell. Call him, today, or mail the coupon below.

Fenestra®
INCORPORATED

Residential
Steel
Windows

WINDOWS • SCREENS & STORM PANELS

Fenestra Incorporated

Dept. SBS-7, 3421 Griffin St.
Detroit 11, Mich.

Please send me complete information on
Fenestra Window and Casing Units.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____

take a
good look at **ENGELMANN SPRUCE**



one of 10 woods from the

WESTERN PINE region

Extremely light and strong for its weight, smooth and soft-textured, straight-grained—Engelmann Spruce has a wide range of uses from rough construction to fine interior finish. Its nearly-white color, small knots, ease of working suit it for paneling, moulding, window frames and built-in furniture.

Engelmann Spruce comes in **3 select, 5 common, 4 dimension grades**. You can order it in straight or mixed cars—together with other woods from the Western Pine region—from most Western Pine Association member mills.

the Western Pines

IDaho White Pine
Ponderosa Pine
Sugar Pine

ENGELMANN SPRUCE
Larch
Douglas Fir
White Fir
Incense Cedar
Red Cedar
Lodgepole Pine

the Associated Woods

get the facts
to help you sell **ENGELMANN SPRUCE**
write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon



'BETTER WAY' Shared by Dealers

Thank-You Letters Clinch Customers

"Although we always personally thank new customers when we take their first order or open their new charge account, we find that a follow-up letter of thanks binds most of them to us like clinching holds a nail," reports Ray Tylander, treasurer of Ty Tylanders, Inc., West Palm Beach retailers of lumber and building materials.

Within the week after a new customer is added by his firm, Tylander has an original letter filled in, and mailed, with his name and address and the following text:

"It is with a great deal of pleasure that we acknowledge your new account. Realizing that the best asset of any business is a large group of satisfied customers, it is our earnest desire to classify you as one of these from the very beginning.

"You may rest assured that we will endeavor, at all times, to furnish you with the finest quality merchandise, at a fair price, and with a service performed with an attitude of thoughtfulness and consideration for you, our customer. If we should ever fail in any respect, your comments will be appreciated.

"Thank you sincerely for affording us the opportunity of serving you and we trust that this is only the beginning of many, many years of valued patronage. Our entire organization is here to serve you with your building supply needs and we will continue to look forward to the opportunity of doing this job well.

"With our kindest regards and all best wishes, we are—sincerely yours . . ."

Tylander said that several customers have telephoned to express thanks for this unusual thank-you gesture, and many mention it upon their next visit to the store after they receive such letter. "The small expense of preparing these personal letters is a sure investment in good-will and repeat sales."

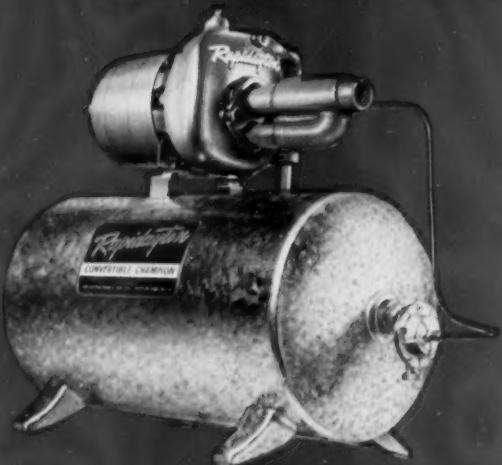
★ ★ ★

'Everybody Will Consider a Bargain'

"Our bargain bin serves two good purposes—and makes a little direct profit at the same time," explains (Continued on page 52)



For Easy, PROFITABLE 'Over the Counter' Merchandising



CONVERTIBLE CHAMPION PACKAGE SYSTEM

Among the fast-selling Rapidayton package systems is this single-stage Convertible Champion. Converts for shallow or deep well without additional pump parts. Has Quick-Connect flange; also four volutes instead of one. Goes to 80 ft. Horizontal or vertical tank. Another "package" is the Twin Champion 2-impeller pump, also convertible, for depths to 150 ft. Pumps full capacity at 10 lbs. pressure. Rush coupon for additional information.



FRESH-WATER PACKAGE SYSTEM

If you are in a competitive situation, here's the water system for you—the Rapidayton Fresh-Water. It's the only package system made with a STAINLESS STEEL TANK. The magic appeal of stainless steel makes this a red-hot sales leader. Gives even flow from all taps. For shallow or deep wells. Packaged for immediate installation. Goes down to 70 ft. Big performance, rock-bottom low price. Rush coupon for full details.

VERTICAL TANK PACKAGE SYSTEMS

Rapidayton has placed big water systems in the easy-to-merchandise package class. The Shallow Well Champion, Convertible Champion, and Twin Champion have either 42- or 52-gallon vertical tanks. All meet FHA requirements. Compactly-built, designed to conserve space, cut handling costs, and make installation quick and easy. Feature the full line of Rapidayton package systems and watch your sales zoom.



SELL *Rapidayton* 'PACKAGE' SYSTEMS

- Ready-to-install package systems
- Convertible from shallow to deep wells without extra pump parts
- Interchangeable parts, low inventory
- Compact fiber cartons save freight, handling costs and shelf space
- Exclusive and 'worth more' features

Rapidayton water systems bring you easy, profitable "over the counter" sales. Rapidayton offers you the most modern line of "package" systems—assembled, ready to install. There's a package system for every need—for depths from 0 to 150 feet. Both one- and two-stage pumps are available in convertible models. The Rapidayton exclusive Quick-Connect flange makes installation easy and fool-proof with either steel or plastic pipe. Many other exclusive and "worth more" features. Rapidayton package systems are made-to-order for the retailer interested in easier handling, faster turnover, bigger profits. Get catalog for full story.

GET THIS CATALOG ▶

Showing Pumps and Water Systems
Cellar Drainers • Water Softeners

The Tait Manufacturing Co.

Est. 1908 as Dayton Pump & Mfg. Co.

Dept. 239, Dayton 1, Ohio

Please rush complete catalog and trade discounts on full Rapidayton line.



Name _____

Address _____

City _____ Zone _____ State _____



"Flexivents® big hit in \$8,000 or \$38,000 homes"

report Knoxville, Tennessee project builders



H. M. Abele, president of the Atlas-Tennessee Corporation, says, "We use Andersen Flexivents in all of our homes. We have found that the ease of assembly, the flexibility of design and the Andersen high quality make Flexivents ideal for every house we build—whether the selling price is \$8,000 or \$38,000."



Milton See, vice president of Atlas-Tennessee Corporation, says, "Andersen Flexivents permit a pleasing variation in window treatment. This variation is especially important in a housing development using a minimum number of different floor plans. Flexivents help us achieve interesting variety at no extra cost."

Andersen Windowwalls are quickly available from complete stocks of these distributors:

ALABAMA
Birmingham Sash & Door Co.
Birmingham

FLORIDA
Huttig Sash & Door Co.
Jacksonville

GEORGIA
Huttig Sash & Door Co.
Atlanta

KANSAS
United Sash & Door Co.
Wichita

KENTUCKY
Combs Lumber Co.
Lexington

Louisiana
Huttig Sash & Door Co.
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LOUISIANA
Davidson Sash & Door Co.
Alexandria, Lafayette and
Lake Charles

New Orleans Sash & Door Co.
New Orleans

LOUISIANA (continued)
United Sash & Door Co.
Baton Rouge

MARYLAND
Morgan Millwork Co.
Baltimore

MISSISSIPPI
Jackson Sash & Door Co.
Jackson

MISSOURI
American Sash & Door Co.
Kansas City and St. Joseph

Huttig Sash & Door Co.
St. Louis

Toombs & Co.
Springfield

NORTH CAROLINA
Huttig Sash & Door Co.
Charlotte

OKLAHOMA
General Sash & Door Co.
Tulsa

TENNESSEE
Huttig Sash & Door Co.
Knoxville and Nashville

Memphis Sash & Door Co.
Memphis

TEXAS
Davidson Sash & Door Co.
Austin

Houston Sash & Door Co.
Houston

Huttig Sash & Door Co.
Dallas

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Lubbock

VIRGINIA
Huttig Sash & Door Co.
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SMOOTH as BATTER

The master craftsman knows that he can depend upon Penn-Dixie "One-Package" Mortar Cement because it will always give him the smoothest working mortar for consistently best results.

Easy to work with, it provides the maximum in plasticity, yield and strength. Everything is in the one cost-saving Penn-Dixie package—all cementing, plasticizing and waterproofing materials, pre-mixed for superior, dependable quality and considerable economy.

Just add sand and water, mix it and it's ready for use.

Masons like Penn-Dixie "One-Package" Mortar Cement—start using it on your next job.

MORTAR
PENN-DIXIE
CEMENT

PENN-DIXIE CEMENT
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Chicago
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Typical home in the Club Pines development located around the golf course in Kinston, N. C., one of the finest sections in the city. Price range of the 125 homes already erected is \$15,000 to \$30,000.

COMPLETE WINDOW UNITS

Equipped with **MONARCH METALANE® WEATHERSTRIP**

"We have been using *Universal Window Units* equipped with Monarch MetaLane Weatherstrip for several years and have found them very satisfactory. It is our opinion that they give our houses extra quality for which we are constantly striving. Our customers like them because they are a great help in saving fuel in addition to their good looks, and as a contractor we like them because they are easier to install and conserve labor and material."

Mr. Poole's comment is the same as thousands of cooperating Builders, Dealers and Jobbers from coast to coast. Complete Window Units not only add sales appeal to every home, but make money for the Builder by eliminating the waste of on-site assembly—for the Dealer by reducing handling costs and inventory investment—for the owner through sounder, better construction.

Get All The Facts From Your Millwork Jobber



W. E. ALLEN and J. B. HOWELL

Secretary-Treasurer and President of Kinston Building Supply Co., Kinston. They say, "Since we have been in business we have sold the Universal Window Unit with Monarch Metal Weatherstrip, a prominent sales feature which our customers have found gives them many extra years of trouble-free, weather-tight service."

H. R. EMORY

President of Universal Window Corp., Charlotte, N. C., and Atlanta, Ga., writes, "Monarch Metal Weatherstrips are used on both our double hung and panel type window units. We've shipped many thousands to lumber yards and dealers in the Carolinas and Georgia, and have found that Monarch's reputation for high quality and excellent design adds a great deal of prestige to our window units and simplifies our selling problem."

Published in the interest of better and more economical building construction.

Monarch® METAL WEATHERSTRIP CORPORATION
6343 ETZEL AVE. • ST. LOUIS 14, MO.

Top: Lupton Aluminum Casements. Double casement and picture window with flanking single casements.

Bottom: One of a group of houses in Pottstown, Pa., designed and built by Allen K. Davidheiser, with Lupton Aluminum Residential Casements.



Whether the call is for small-paned windows for a colonial look . . . or big-sheet glass for a modern scheme, you can fill it from the Lupton Metal Window line . . . at a price to suit the budget . . . quality-made to protect your reputation.

Lupton Windows for variety and price

Experience is a good teacher and every Lupton Window has over fifty years metal window manufacturing behind it to insure efficient operation and satisfactory performance. Windows are basic parts of buildings, expected to last a lifetime . . . Lupton Windows will.

With Lupton you offer steel and aluminum casements, aluminum ranch, jalousie and double-hung windows, aluminum or steel projected windows in ruggedly constructed, easily installed styles . . . windows that add quality to buildings . . . and become sales features.

MICHAEL FLYNN MANUFACTURING COMPANY
Main Office and Plant: 700 East Godfrey Avenue, Philadelphia 24, Pa.

See next page for list of Lupton
Distributors and Representatives.

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS

Where to Buy LUPTON Windows

Partial List of Southern LUPTON Distributors



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

OTHER LUPTON PRODUCTS INCLUDE:

Lupton Ranch Windows
Steel Architectural
Projected Windows
Steel Commercial
Projected and
Security Windows
Windows for
glass block walls
Basement and
Utility Windows

ALABAMA

Birmingham 1: Virginia Steel Co., Inc.
P. O. Box 1152, 1007 37th Place North

DELAWARE

Wilmington: Jandy, Inc.
3407 Lancaster Ave.

DISTRICT OF COLUMBIA

Washington 11:
Cushwa Brick & Building Supply Co.
137 Ingraham St. N.E.

FLORIDA

Jacksonville: George C. Griffin Co.
P. O. Box 5151, 1038 Kings Ave.
St. Petersburg: Metal Building Products, Inc.
P. O. Box 1559, 2700 22nd St. North

GEORGIA

Atlanta 1: Henry Taylor & Son
P. O. Box 1328, 1058 Amsterdam Ave. N.E.

KENTUCKY

Covington: Tate Builders Supply Co., Inc.
P. O. Box 27—Rouse Sta., 19th & Russell Sts.
Erlanger: Tate Builders Supply Co., Inc.

47 Dixie Highway

Louisville: John W. Bishop
319 W. Jefferson St.

LOUISIANA

Alexandria: F. A. Flynn, Building Specialties
P. O. Box 372, 140 Wheelock Ave.
New Orleans 19: Favrot and Pierson
3511 Toulouse St.
Shreveport: American Metal Window Co.
P. O. Box 819, 112 Caddo St.

MARYLAND

Baltimore 3: Maryland Steel Products Co.
P. O. Box 1997, Bush & Ridgely Sts.

NORTH CAROLINA

Charlotte: R. J. Lock Steel Products Corp.
P. O. Box 1763, 1200 W. Moorehead St.

SOUTH CAROLINA

Columbia: Kline Iron & Metal Co.
P. O. Box 1013, 1225 Huger St.

TENNESSEE

Knoxville: Dealers Warehouse Corp.
1372 North 6th Ave.

Nashville: Volunteer Structures, Inc.
4103 Nev Ave.

TEXAS

Dallas: American Metal Window Co.
P. O. Box 10173, 1205 Levee St.
El Paso: Electrical & Mechanical Supply Co.
P. O. Box 137, 2000 Texas Street
Houston: Jim Lunsford Company
1525 N. Post Oak Road

VIRGINIA

Bristol: Central Warehouse Corp.
P. O. Box 85, 512 Scott St.
Richmond 21: Virginia Steel Co., Inc.
Mailing—Stewart Station Post Office
Office—3122 W. Cary St.

WEST VIRGINIA

Charleston 28: Fireproof Products Co.
P. O. Box 2311, Suite 422-Professional Bldg.
Martinsburg: Richard R. Feller Co.
P. O. Box 543, 900 Baltimore St.

MICHAEL FLYNN MANUFACTURING COMPANY

MAIN OFFICE AND PLANT — 700 East Godfrey Ave., Philadelphia 24, Pa.

Sales Offices and Sales Representatives

NEW YORK
51 East 42nd Street
New York 17, N. Y.

LOS ANGELES
Sales Office: 672 Lafayette Park Place (57)
Warehouse: 2009 E. 25th Street
Los Angeles, Cal.

STOCKTON
Warehouse and Sales
1441 Fremont Street
Stockton, Cal.

KANSAS CITY
(Herb W. George)
9209 Cherry Street
Kansas City 5, Mo.

CINCINNATI
De Sales Building
1620 Madison Road
Cincinnati 6, Ohio

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS



Easier TO CUT

"I didn't have to take a test to know that L·O·F window glass is easiest to cut," said Mr. Dona Broulette of Luck & Clarke Corp. (hardware), Wallingford, Conn. Mr. Broulette had just test-cut four leading *unidentified* brands of single-strength window glass. After trying several cuts on each, he chose the one marked "D". Sure enough, it was L·O·F, the brand he has always found easiest to cut! 28 out of 30 dealers who tried this now-famous "blindfold test" had the same experience.



Easier TO SELL

This L·O·F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L·O·F glass. This preference means faster, easier sales for you.

Easier TO MERCHANDISE

Here's a folder that will remind your customers to replace that cracked or broken windowpane. And it tells them where to buy it (*at your store*). Order a quantity of envelope stuffer WG-17 from your Libbey·Owens·Ford Distributor (listed under "Glass" in your phone book). Or write to Dept. 7076, Libbey·Owens·Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

LIBBEY·OWENS·FORD

the easy-to-cut **WINDOW GLASS**



Weyerhaeuser to open **Louisville Distributing Yard**

*will wholesale
broad lines of lumber and
building materials*

Strictly a wholesale operation, this new Weyerhaeuser distributing yard will provide retail lumber dealers a one-stop source for building materials, since the yard inventory will include not only diversified stocks of lumber and plywood but also broad lines of panel materials, insulation, millwork and related products.

Scheduled for October opening, the operation will serve a large marketing area. It will be conveniently located at the southern city limit of Louisville, Ky., near the intersection of the new east-west Watterson expressway and the north-south Preston highway.

Convenient
Crossroads
Location . . .
1360 Durrett Lane

Weyerhaeuser Louisville Yard

WEYERHAEUSER SALES COMPANY, ST. PAUL, MINNESOTA

When the news gets out
...the crowds come in

for **Donley**
OUTDOOR
FIREPLACE
EQUIPMENT

Today's tremendous do-it-yourself market and the growing trend to outdoor living and cooking make Donley fireplace equipment a big customer attraction. This "sure-fired" appeal for outdoor fireplace equipment will help fill your store with potential buyers for Donley metal parts and the necessary masonry materials.

Donley manufactures the complete line of fireplace equipment designed and built for quick and profitable sales . . . for years of trouble-free operation. Stock . . . display . . . and sell these nationally advertised products. Watch the crowds come in to buy!

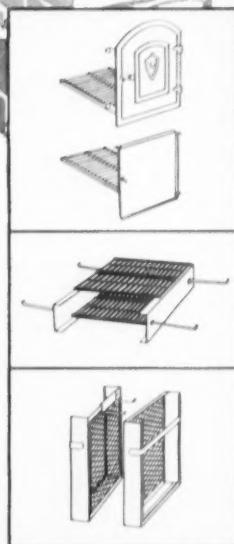
FREE TO ALL DEALERS . . .
a sample copy of this
50¢ book telling all about
outdoor fireplaces.



THE Donley BROTHERS COMPANY

13905 MILES AVENUE
CLEVELAND 5, OHIO

The portable Barbecart "36" is
compact . . . lightweight . . . has large
cooking surface (12" x 20").



Other Donley Barbecue
units available.

6274-DB

How one simple decision made money for us

by FRED S. KELLOGG, III



Fred S. Kellogg, III, Secretary, Charles C. Kellogg & Sons Co., Utica, N. Y.

WE COULDN'T understand it. We were doing more business than ever . . . sales were rising . . . and yet, profits were falling off. So we took a long look at our problem, and here's what we found:

- gross business growing
- "bread and butter" products doing well *in sales*
- overhead, labor and handling costs *up*
- competition keeping profit margins *down*

There was only one thing to do: find products that would make more net profit per sale for us. So we reached this simple (and now, so *obvious*, decision)—we would feature products of high profit margin and high market demand. We chose large power tools, specialty building products and high profit wall material.

In that last category, it was a simple decision to choose the Weldwood line. We chose it because only

Weldwood offered us (1) a product line with variety, new products and new ideas, (2) a company reputation for really standing behind products . . . even giving every piece of wall paneling material a lifetime guarantee, (3) the biggest, best and most effective advertising program in the industry, (4) plenty of help in displays, sales promotion and our own advertising and (5) excellent service from a nearby warehouse.

Are we glad we picked and *featured* Weldwood! We took an 8' x 21' wall and paneled it with different kinds and varieties of Weldwood paneling . . . really made it an "interior decoration" or "home planning" center instead of just a display space. We trained our salesmen to sell the customer on the beauty of wood . . . the lifetime of trouble-free maintenance wood offers . . . the way Weldwood adds sound value to any home . . . and how, over a few years, it actually *costs no more* than ordinary plasterboard and paint.

We found a lot of "side features," too: we needed less storage space, and we were able to cut handling and shipping costs. We got wonderful free word-of-mouth advertising all over the Utica area. For when anyone installed Weldwood Paneling, the whole neighborhood heard about it . . . and us. And that's no idle guess. We could feel the effects in showroom interest and in sales.

The results of switching to the Weldwood line have been more rewarding than we hoped for. Not only is the sales curve rising, but that all-important *net* profit line is going up! There's no reason it can't happen in your yard . . . wherever it is. We found we got a lot of help from the U. S. Plywood representative from the Syracuse office. I wish for your own sake you'd see your Weldwood representative or send this coupon. Give the Weldwood people a chance to show what they can do for you.



This is the kind of Weldwood® display that has boosted our profits. Featuring many types of paneling, it's a salesman all by itself! And with our trained sales force helping it, we've got an unbeatable selling team.

United States Plywood Corporation
55 West 44th St., New York 36, N. Y.

Gentlemen: I'd like to know what you did for Fred Kellogg . . . and what you can do for me. 585-7-56

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____



For best results, each course of concrete masonry should be reinforced. Just unroll KEY-WALL and cut to length. Easy to cut. Easy to fit, where required. Four longitudinal wires reinforce each side, plus multi-directional wires throughout the joint. All wires are galvanized.

KEY-WALL

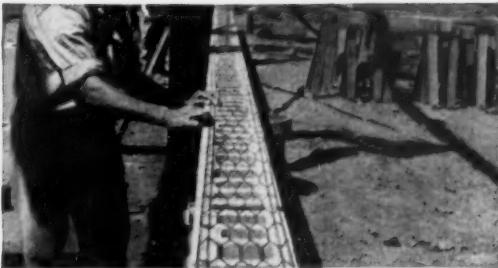
here's how you get greater value:

- You get effective resistance to cracks.
- You increase lateral wall strength because you get the most efficient distribution of steel.

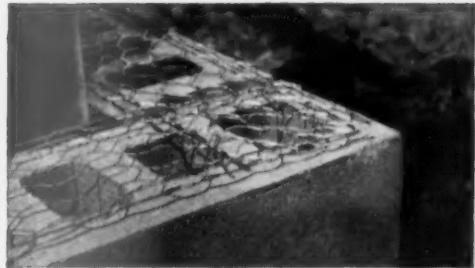
These are facts developed in tests by the Research Foundation, University of Toledo.

here's how you get lower cost:

- You save on material cost.
- You save on handling and storage (it's galvanized)
- You save on installation.



Key-wall is made for the following wall thicknesses: 4", 6", 8", 10", and 12".



Key-wall is lapped at corners without adding thickness to the joint. Quick and easy to do. Provides exceptionally effective reinforcement of corner.



It is easy to build up reinforced corners with **KEY-WALL**. Short lengths may be cut and used without reducing effectiveness of reinforcement.



For long walls, **KEY-WALL** rolls out entire wall length without joints.



Mortar flows readily around **KEY-WALL** to give full embedment. Tests show an exceptional bond.



Masons like the ease with which block can be laid when they use **KEY-WALL** as reinforcement. The mesh helps hold the mortar in place.

a new type of masonry reinforcement that gives greater value at lower cost

• • • **FREE test report**

AT LAST, tests reveal basic facts about reinforcement of concrete masonry. Take the problem of shrinkage cracks. "With **KEY-WALL** in each joint of the test wall, the largest crack was only one fourth as great as that in the unreinforced wall. As a matter of fact, most of the cracks in the wall reinforced with **KEY-WALL** in every joint were microscopic in size. This is clear evidence of the effectiveness of **KEY-WALL** as a means of resisting shrinkage cracking," the test report states.

What's more . . . you get better bonding with **KEY-WALL**.

There are many other advantages you get when you specify and use this revolutionary new product. It will pay to get all the facts.

KEYSTONE STEEL & WIRE COMPANY

Pearl City, Illinois

Please send me free sample and copy of **KEY-WALL** masonry reinforcing report made by the Research Foundation, University of Toledo.

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____



"I have a Big Demand for Orangeburg!"

"Giving customers what they want is my bread and butter. They ask for Orangeburg Pipe and I make sure they get it. Orangeburg meets modern building standards which call for speed, quality and low cost. Home owners and builders know this. They've seen Orangeburg advertised nationally and they're convinced it lives up to its reputation in actual use."

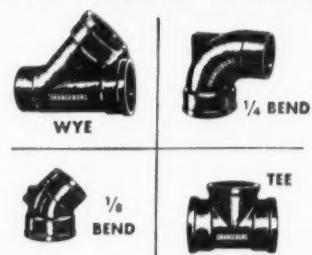
Orangeburg Root-Proof Pipe comes in long, 8-foot lengths that install fast and cut costs. Its famous Taperweld Joints seal root-proof with a few hammer taps without cement or compounds. The material is so tough and resilient it lasts for years. Over 200,000,000 feet of Orangeburg Pipe are in service from Maine to California, some for 50 years and still operating like new.

Orangeburg Root-Proof Pipe is made in 2", 3", 4", 5" and 6" sizes for sewer lines from house to street main or septic tank, downspout runoffs, storm drains and other outside non-pressure underground lines.

Orangeburg Perforated Pipe, in 4" size, is ideal for septic tank disposal fields, foundation drains and for draining wet spots everywhere.

Write Dept. SBS-76 for more facts.

EXCLUSIVE ORANGEBURG FITTINGS



Exclusive Orangeburg Fittings featuring the famous Orangeburg Taperweld Joint which simplifies installation.

ORANGEBURG MANUFACTURING CO., INC.

ORANGEBURG, NEW YORK

West Coast Plant: NEWARK, CALIFORNIA

ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS

Why Insulation of Homes Is a Good Investment

Southern
BUILDING SUPPLIES

* The insulation of a house is a factor that has been written and talked about until a great deal of confusion exists as to what it does and why it is installed. This arises partly from the fact that insulation is used to retain energy which can not be seen, felt, or tasted. Being invisible, one can not tell where the energy goes or how it escapes, but realizes it has escaped only when he pays his heating bill.

The basic principle of insulation is simple. Insulation is a material that has a high resistance to the flow of heat—coming or going into a structure. Insulation materials can be placed in two general types:

Fibrous insulations — made of lightweight, porous, heat-retarding

By JAMES E. GOFF. A graduate of the University of Tennessee, he is vice-president of Ceilheat, Inc., and was first chairman of the House Heating Section of the National Electrical Manufacturers Assn. He is a member of the American Institute of Electrical Engineers and of the American Society of Heating and Air Conditioning Engineers.

fibers of wood, cotton, or such minerals as glass, rock, and slag. (Granular vermiculite and like minerals are also effective insulation.)

Reflective insulations — which operate on the principle that polished metallic surfaces will reflect infra-red or heat rays.

These factors affect the efficiency of a Fibrous insulation — type of substance, character and arrangement of fibers, density, moisture susceptibility, and mean temperature. Fibrous insulations may be classified as:

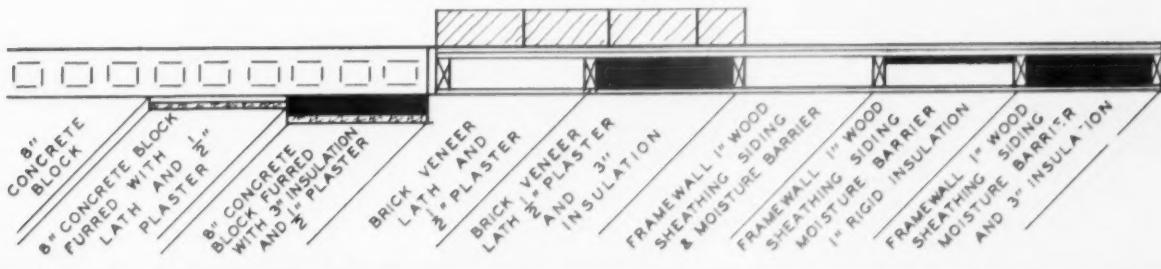
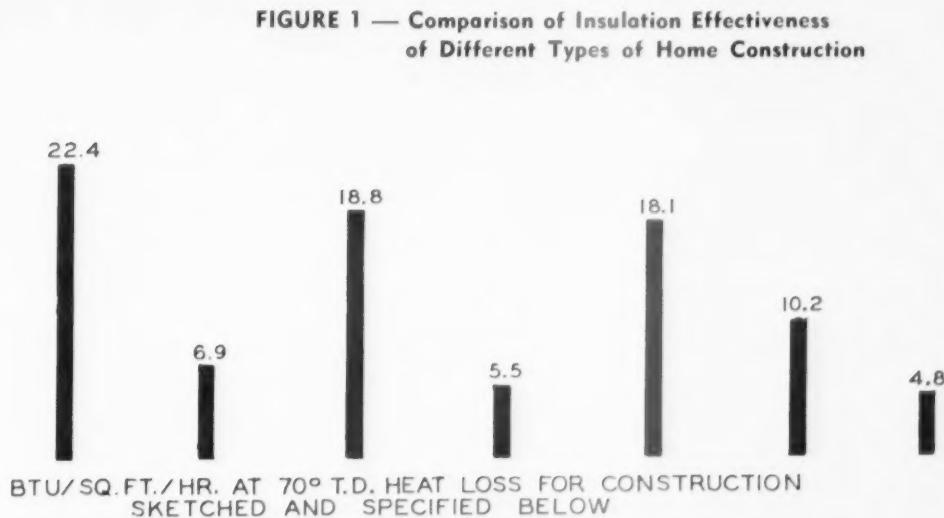
Loose-fill insulation (blown or poured).

Flexible insulation (batts or blankets).

Slab insulation (semi-rigid).

Factors that affect the performance of Reflective insulations include width, position, and shape

39.2



of air space; temperature difference; mean temperature; direction of heat flow, and emissivity of surfaces. Bright aluminum foil has an emissivity of .10, which means that it absorbs 10 per cent and reflects 90 per cent of the radiant portion of the heat transfer across an air space of $\frac{1}{2}$ inch.

The insulating effectiveness of the different materials will vary. However, the variation is small and there is little practical difference in the insulating value of the same thickness and type. But no single insulating material is best for all the various applications desired in a house.

The selection of one type of insulation over another depends on

1. The degree of insulation needed.

2. The cost of the material and labor required to install it.

3. Limitations of the building itself.

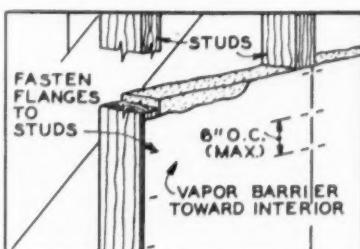
A simple analogy to insulation is a leaky tank holding water. The rate at which the water leaks from the tank has a direct analogy to the heat loss of a house.

If we confine ourselves to discussing the tank which we want to keep full of water at all times, we will immediately see several things. The rate at which the water flows into the tank must be equal exactly to the rate at which the water leaks out of the tank. If it is expensive to pump water into the tank, then it is economical to repair the leaks in the tank.

If the tank has 10 leaks, consider the amount of water that leaks from each hole. By comparing the cost of pumping water into the tank, we could determine if it is worth while to patch that hole. The same will hold true with the heat loss of a house.

If we consider the wall of the house being equivalent to one of the holes leaking water through our tank, we could compute the costs of stopping the leaks through the wall. Of course, in our case the

FIGURE 2 — Proper Method for Wall Installations



wall is leaking invisible energy from inside the house to the outside. By going to the tables of different methods of construction, we can determine how fast the heat energy leaks through the wall.

To illustrate this point, Figure 1 was prepared. It shows a few common methods of wall construction. The length of the line above each wall section represents the rate at which heat will be lost per square foot for that method. The longer the line, the greater the heat loss and the higher will be the heating bill. Therefore, we want to use the method that will give the lowest heat loss and lowest operating costs.

With a house being at 70 degrees Fahrenheit inside, when it is zero outside, we find that an ordinary frame wall leaks at the rate of 18.1 British thermal units per square foot in an hour. (A BTU represents the heat energy required to raise the temperature of one pound of water one degree Fahrenheit.)

If we insulate that wall with 3 inches of insulation it will leak heat at a rate of 4.8 BTU per sq. ft. per hr. Thus by adding insulation in the quantity of 3 inches to the wall, we have reduced the rate at which heat is lost through the wall from 18.1 to 4.8 BTU per sq. ft. per hr. Knowing the cost of the heat energy, it would be easy to calculate the savings due to the

Next month, Engineer-Builder Goff's article will explain "How to Build a House for Efficient Air-Conditioning." In the following issue of SOUTHERN BUILDING SUPPLIES, Goff will explain "How to Build a House for Economical Electric Heating."

reduction of 13.3 units in the heat loss.

Unlike a tank holding water, it is not possible with today's construction methods to completely reduce the heat loss to zero. All that we are able to do is to reduce it to the lowest possible value consistent with economic construction.

In the specification and application of building insulation, there definitely operates a Law of Diminishing Returns. This law is: the first layer of insulation is always the most effective and each successive layer of the same thickness is substantially less effective.

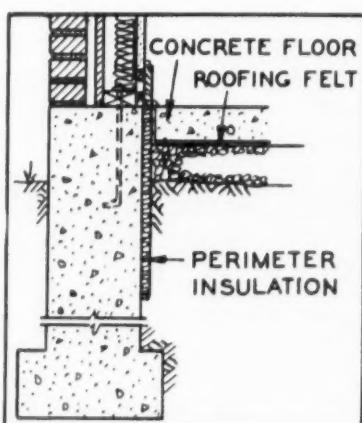
Consider, for example, the ordinary frame wall cited above. With no insulation, the heat loss would be 18.2 BTU per sq. ft. per hr. for 70 degree Temperature Difference.

By properly installing 1" insulation, the heat loss is reduced to 9.4 BTU—a saving of 48.2 per cent over no insulation.

Use of 2" insulation would reduce the heat loss to 6.4 BTU. This would result in a saving of 64.8% over no insulation, or 16.6% more than with 1" insulation.

Use of 3" insulation would reduce the heat loss to 4.8 BTU. This (See HOME INSULATION page 82)

FIGURE 3 — Proper Way to Insulate Perimeter



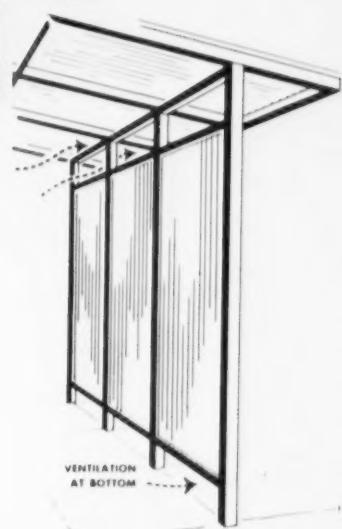
WHERE TO INSULATE: Surrounding the home pictured on our S*B*S cover this month, the arrows point out the seven principal areas which should be properly insulated for comfort and economy. These include attics, dormers, sidewalls, floors over unheated areas, roofs, heated from unheated house sections, and the perimeter. Insulation should form an envelope separating heated areas from unheated spaces. Diagram-photo courtesy of Owens-Corning Fiberglas Corp.



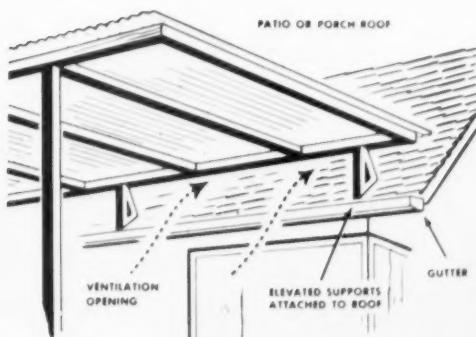
This circular patio roof, left, was made by placing strips of corrugated plastic alternately above and below framing members. Plastic bends easily to fit curved form. Ventilation is provided through gaps between plastic strips.

Plastic Panels Make Modern Patios

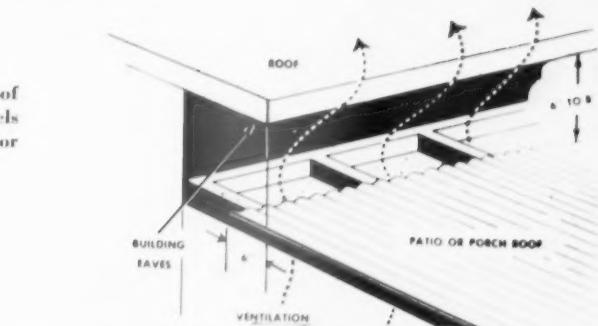
Fiber-glass-reinforced plastic panels make ideal roofs and partition walls for patios. But covered areas with a Western or Southern exposure and enclosed by side walls or buildings are particularly susceptible to "heat traps," unless vents are provided for air circulation. At right, space is left between wall and roof. All drawings and photographs courtesy of Filon Plastics Corporation.



Patio roof at right was built below level of house roof to eliminate "heat traps." In wall partition, plastic panels can be attached to pipe and adjusted for privacy or ventilation like vertical louvers.



The easy-to-build patio shelter roof at right is attached to the roof with triangular supports which hold it high enough to allow for ventilation. This system is used when height of existing roof doesn't permit dropping of patio roof. Detailed sketch above.





Carolina's Largest D-I-Y Market Offers Semi-Self-Service

* Following conversion of North Dawson Street in bustling Raleigh, North Carolina, into a modern six-lane Downtown Boulevard, Southern Builders and Suppliers, Inc., erected a handsome two-story

building to house the modern Do-It-Yourself Market shown on these pages.

In its former modest display room in a warehouse in the rear, the firm offered mostly building

The "showcase" front of Southern Builders' Do-It-Yourself Market in Raleigh, N. C., above, catches the eye of home-owners riding by on busy Downtown Boulevard. Second floor is occupied by varied office tenants and Building Material Department. "Ribbons of light" and the modern island fixtures, below, make it easy for customers to shop this complete market. Swinging panel displays in rear show samples of molding, siding, roofing, paneling.



This dealer packs plenty of merchandise and display in small space to increase "impulse" sales and multiply related sales. Above, Horace Everett demonstrates metal closet folding doors. Behind it are paint mixer and swinging displays of doors and building materials. At right is simple key-making machine.

Orders for building materials other than paints and hardware are taken in upstairs Building Material Department. Rock Cummings, at right, demonstrates "lift-out" window unit to customer in his office, next to sales counter. President of the Raleigh firm, he manages the building material and contracting departments.

materials. Now it offers complete lines of garden tools and supplies, fishing tackle and sporting goods, housewares, kitchen and small appliances, tools, paints, builders hardware, and all other materials needed to build or improve homes.

And customers can select them on a semi-self-service basis since all products are attractively displayed and boldly priced like goods are in modern supermarkets and department stores.

For the four long island displays, this retail firm bought metal standards with adjustable legs that carry four plywood shelves and perforated hardboard partitions through the store to make shopping easy and inviting.

Along the left wall of the store are displays of furniture and table

(See D-I-Y STORE page 80)

Paint displays line the long left wall of the Southern Builders store. On adjacent fixtures, customers can easily select paint brushes, rollers, and other decorating supplies as seen below. This dealer offers choice of Masury ready-mixed or custom-tinted paints.



In front, center of the Raleigh store, factory displays of hand tools are easy to find. On the island displays near by, customers find a full choice of power tools and hand tools. Prices are boldly posted as in supermarkets. After customers have selected their needs from full stocks of paints, hardware, housewares, garden supplies, and appliances, with or without the aid of ready salesmen, they pay for their purchases at one of the two cashier check-out stands as seen below.





No. 6 in series on
sale and use of Lumber Species

Where to Use Ponderosa Pine

* Of the 10 major wood species manufactured into lumber by mills of the Western pine region, ponderosa pine ranks foremost in timber supply, production volume, and versatility of use.

The sawtimber resources of ponderosa pine is 216 billion feet out of the Region's total current timber supply of 620 billion feet. Annual lumber production holds pretty steady at 3½ to 4 billion feet out of the Region's total of over 8 billion feet a year in all

species; and the orbit of ponderosa pine lumber's utility covers just about every known use of wood.

Ponderosa pine is one of a widely known triumvirate of Western pines, the others being Idaho white pine and sugar pine. Both of the latter are genuine white pines, but ponderosa is not. Yet the wood of ponderosa pine resembles that of the white pines.

The name "ponderosa" is a tribute to its massive stature, for the tree towers 180 feet and more,

By Harold Olson

and grows to four feet in diameter. Specimens five and six feet thick are seen on choicest growing sites.

Ponderosa pine lumber has characteristics that explain why it is stocked by virtually every lumber dealer in the United States and Canada. It is soft and even-textured, easy to work, light in color, straight of grain, free of resinous masses, strong for its weight and resistant to swelling and shrinking. It takes a smooth finish readily and nails exceedingly well. It ranks high in paintability and in holding all forms of finishes.

This pine is widely and favorably known for its workability



Pine is used not only for the cabinets of "glamor kitchen" in top photo but also for valance trimming, the dutch entrance door, and part of the wall. Cabinets and paneling are leading uses for ponderosa pine. At left, the attractive residential exterior includes porch ceiling of sugar pine, paneling of incense cedar, windows and sash of ponderosa pine, and columns of Douglas fir.

with either hand or machine tools and is a universal favorite of woodworkers for the ease with which it fashions into virtually every wood detail under the sun.

In house construction, the wood is suitable for every step — light framing, sheathing, concrete forms, siding, paneling, windows, doors, cabinets and trim — and when the house is finished, ponderosa serves still further in the form of furniture, wood novelties and specialties.

Interior finish is the long suit of ponderosa pine's wide range of uses. Millions of Americans live close to it, for more than half of all lumber used by the millwork industry of the United States in the manufacture of windows, sash, frames, doors, moulding, kitchen cabinets, and other woodwork, is ponderosa pine.

Another large and widely recognized interior use is paneling, in clear or knotty form.

For millwork uses, the Western pine manufacturing industry's research has been instrumental in making the products more useful and popular.

Twenty years ago the Western Pine Association's laboratory in Portland perfected a preservative formula for millwork, based on the then unknown chemical pentachlorophenol. In the ensuing two decades, not a single case of decay has been reported in millwork penta-treated to industry standards.

A proved elixir to the exterior siding trade is WP-578, the clear knot sealer developed by the same Western pine laboratory. This preparation, now in general use by painters, locks resins tightly in the knots, preventing "bleeding" into the paint film to discolor and damage the finish.

The beauty of knotty pine has spread its popularity from interior walls to interior ceilings, especially in Early American or modern homes with exposed beams. Paneling on each side of the fireplace blends with wood mantel as finishing touch. In photo below, a Do-It-Yourself enthusiast is pre-finishing pine paneling before adding it to wall of extra room in attic.



Common grades thus are made suitable for painting — in fact, they look like and serve like clears in siding. WP-578's performance in more than 10 years of use has been outstanding. More recently the research laboratory brought out a "primer knot sealer"—WP-578-P—combining knot sealing and priming in one operation.

Another of ponderosa pine's most common uses is the manufacture of boxes. And it is a prime favorite of the "Do-It-Yourself" clan, the home workshop devotee, the gadget maker.

Because it is so diversified and versatile in service, and because of its abundance of supply and nationwide availability, the region whence it comes calls ponderosa "The Pick o' the Pines."

Nearly 400 member mills of the Western Pine Association produce ponderosa pine lumber and ship it under standardized, published grading rules which are as uniform and as exacting as human skill and experience can make them.

The association's Bureau of Grades is made up of about 25 professional lumber inspectors who check the work of plant grading men every month. Bureau services are available also for re-inspections when requested by shipper or buyer.

When grade-marked lumber is preferred by the customer, member mills can ship ponderosa pine specifically identified as to grade, species, mill of origin (by number), and regional association.

Ponderosa pine is segregated into three select and five common grades, plus four bevel siding, four dimension, and four factory or shop grades. The rules are based on broad general provisions of the American Lumber Standards.

The Select grades are B & Better
(See PONDEROSA PINE page 81)



Better Material Handling Reduces Operating Costs

* "Materials-handling equipment and yard mechanization usually are thought of in connection with large operations," John Vann, president and part owner of the Builders Supply Corporation, points out. "But a few well-chosen pieces of equipment have helped us do a \$500,000 annual volume with a staff consisting of two shipping clerks, bookkeeper, five truck drivers, and myself."

The Builders Supply Corporation's "well-chosen pieces" consist of a two-ton fork-lift truck, electric belt conveyor, a ratchet chain binder, four flat-dump trucks with 8-by-14-foot bodies, and one pick-up truck that handles small orders.

This three-year-old Brunswick, Georgia, firm is situated on a highway leading to Jekyll Island, a state-owned resort that is rapidly being built up with summer homes.

When a new display and office building was erected next to the old building and two lumber sheds added at the rear, the entire plant was planned to cut handling costs of materials. Lower handling costs have resulted in savings that often are passed on to the customer, with the result that new customers are added weekly.

Brick is a most popular exterior

for the summer homes on the island. The set-up for materials-handling enables the Builders Supply Corporation to handle brick at an average saving of \$50 a carload.

Early this year, the firm extended a 50-by-50-foot loading platform from its main building. This runs adjacent to the railroad spur serving the yard and is at box-car height. Brick is shipped to the firm in packages of 106, with two spaces left for the forks. The fork-lift truck goes right into the car to pick up five packages — 530 brick — at a time. Thus one man and one fork-lift handle a carload of brick in a fraction of the time consumed by former methods. Brick are de-

livered to the job site in the same inexpensive manner.

Vann stocks a wide variety of brick and has two displays built into the exterior wall of the office building. Anyone who pulls up to the loading platform observes these brick samples, which are marked as to name and color.

A warehouse containing sacked goods is also beside the railroad spur, but is equally accessible to the company's delivery trucks, which back up to the other side. The sacked goods slide from the car into the warehouse on an electric belt conveyor.

Along the side of the main building is a 150-foot platform at truck-bed height. The fork-lift truck inside can pick up a load of roofing shingles and deliver it to the truck bed. Behind the cab of the truck is a sturdy built-up back for the truck bed, which supports a Brik-Toter conveyor. At the job site, the conveyor extends from the truck bed to the roof of the house. This conveyor carries each bundle of roofing up to workmen on the roof!

All of this takes place within minutes after a contractor has indicated that he needs more roofing.



Within minutes after an order comes from a contractor, the Builders Supply Corporation of Brunswick, Ga., can deliver it, thanks to a system of utilizing materials-handling equipment. At left, an electric belt conveyor is used to deliver a load of roofing right to the roof! Above, a storage platform for brick, completed early this year, is at boxcar level. The fork-lift unloads brick, strapped by the manufacturer, 530 at a time.



This speedy handling of materials has a double pay-off. Builders have learned that this firm can deliver a load of materials so quickly that they do not need to order long before materials are needed — cutting down on chances that materials may be stolen from the job site at night. The speedy handling also means that the Builders Supply Corporation can guarantee fast delivery while owning and operating only five delivery trucks.

A yard for parking and turning around separates the main building from the two lumber sheds, where lumber is stacked according to size.

One man can deliver and unload an order of lumber in less time than two men formerly took. As lumber is loaded into the delivery truck, it is bound in chains with a ratchet chain binder. Then at the job site it is lowered to the ground, already stacked.

The company is promoting pressure-treated lumber for use in the damp island climate.

Since materials-handling equipment saves so much in operation of the yard, Vann recently decided that it might help the office, too. When the work load increased to the point that he considered adding another bookkeeper, his present bookkeeper suggested a machine instead. The bookkeeping equipment added cost around \$2,500 — so it will pay for itself in less than a year, if compared to the price of a good bookkeeper. With the aid of the machine, his present bookkeeper keeps records in such shape that at almost any time Vann can tell exactly where he stands.

At the end of each day, he re-

views the sales slips and notes which materials need reordering.

The Builders Supply Corporation turns over its complete inventory 1½ times a month. Good service from suppliers permits Vann to order by 'phone one day and receive a shipment the next of nearly any product he stocks.

He attracts builder trade with "specials" periodically. Lowering the price of one product has made many permanent contractor-customers for the firm — like specials at a grocery store, Vann explains.

Although the firm's excellent service is of most help to the builder, the attractive display room is getting more and more homeowner trade.

The interior of the office and display room is a cool green. The floor is of white marbleized asphalt tile. The air-conditioned building has fluorescent lighting and ceiling tile.

Other owners besides Vann are A. C. Oliver, vice-president, and Mrs. Eugene McNeil, secretary-treasurer.

Brick is a best-seller at the Builders Supply Corporation. President John Vann is shown here with a few of the samples that are built into the wall of the new display building. Markers below each sample identify and price brick. The front of the building shown above, faces toward a new highway to Jekyll Island, state resort. The main building and three warehouses are on a 14-acre site.



A former star quarterback for Texas A and M, Marion Pugh has already run up a high score in modernization sales early in "Home Improvement Year." The sign he poses with at right is prominently posted on a door in his sales office. In photo below, a poster shows some of the players on A and M's famous '39 and '40 teams. Discussing orders for modernization and repair jobs is his first foreman, Ernie Simms.



His OHI Business Is Overflowing!

* Until April of 1955, the Marion Pugh Lumber Company sponsored 11 daily radio spots in College Station, Texas, and five similar spots every other day in nearby Bryan, Texas. All were devoted to the company's home improvement and remodeling services.

On April 1 Marion Pugh cancelled all 16 radio spots. Reason: This promotion was producing more business than the firm was equipped to handle!

Telephone calls from householders interested in improving, remodeling or adding were being recorded at the rate of six or eight per day.

In two typical days 13 such calls accumulated on the spindle.

By Baron Creager, Southwestern Editor

In each case the individual was interested in spending money to improve his home. But the yard was too busy to make the personal contact necessary to close the deal. All 13 prospects were put on the waiting list and advised they would receive attention as soon as possible.

Over-all yard volume has risen from \$150,000 at the end of 1952 to \$251,000 at the end of 1955. Pugh credits just about all of this 67-per-cent increase to home improvement and remodeling waiting to be harvested — and 90 per cent

of his telephone response — to his advertising.

Marion Pugh commented: "Some people won't agree with me that advertising is 90 per cent responsible for getting this business. But I am convinced.

"I could do better with more capital. But it's been a battle since the yard burned to the ground on Easter Sunday of 1951. Pushing home improvement is what brought me out of the woods after the fire. And in five years I seriously expect to do a million dollars worth of home improvement and remodeling.

"The potential is here. College Station is only 3,000 population, even though the state road sign credits us with 7,898. The rest are students at Texas A & M College — when they are here.

"Bryan, four miles West, is only 18,000, but the trade territory contains 40,000 people. I figure the potential in home improvement and remodeling alone in the trade territory is \$5,000,000 and I get that by using a manufacturer's formula. Divide the population by four and multiply by \$500, and it works. Any house three years old actually needs \$500 worth of work."

Even though Pugh owns the land and has the plans ready for a new



yard, his operation as yards go is still relatively small. His inventory in January of this year was \$31,000, which means he has been turning it over better than eight times a year. That, however, includes houses built.

Pugh says he worked on the home improvement and modernization angle for three or four years without success.

"When we got a job, then we had the problem of finding a carpenter. We learned that when we found a carpenter who was free, that was a sure sign he might not be too good. Then we would explain that all we wanted was the material bills. But the carpenter, more than likely, would go to a cut-price competitor and chisel on the side. Then, too, in a great many cases, he would spoil the job in some manner. Whereupon, the householder would call us and demand that we come out and do it right.

"We used to rely a lot on unsolicited phone calls, too. Of course, we didn't get many in those days because people don't know that a lumber yard does that kind of work unless you tell them. A yard can't wait on that business. You

have to go get it.

"All in all, it got to be quite a headache, with no profit at all from that type of work, so I sat down to have a long, hard look at the situation. We couldn't go on, like that, and eventually I came up with the idea of hiring a foreman."

Although there are now two foremen, there was only one in the beginning and after he got his "feet on the ground" the yard started cultivating the home improvement and remodeling market, in earnest.

"Now we accept complete responsibility and take complete control," Pugh continued.

"If the job is small, the foreman who makes the personal call does the work on the spot. Generally he spends most of his time supervising the various jobs in progress. But if both of them should find time on their hands, they join some crew.

"They maintain their own lists of carpenters, plumbers, painters, roofers and such artisans as we need and it is their responsibility to maintain working arrangements with the various crafts.

"At the outset the foreman

would look over the jobs carefully and then we'd sit down in the office and figure our bids. But now, unless they encounter something unexpected, they usually make up their own bids. This has to be done carefully as, even with experience, we can get into something complicated and show a profit of \$50, instead of the \$200 we expected.

"Ordinarily there is no question by a customer on the price of either labor or material. In the home improvement and remodeling market, people are not shopping. They are looking for good work where the home is involved, and they expect to pay for good work."

Pugh says his arrangement with his two foremen puts both on a flat salary, plus commission, in a manner that practically puts the foremen in business for themselves. The right men are somewhat difficult to find and Pugh has standardized on younger men, his two foremen being 22 and 26 years of age.

"We still use three advertisements each week in the newspaper," he continued, "but I had to cut off the radio spots. We could

(See OHI BUSINESS page 65)

Marion Pugh owns land and has plans for building a new yard, but his backlog of remodeling and repair work puts this project in the background. He estimates that in a trade territory of 40,000 people his firm will do \$1,000,000 worth of business annually five years from now. Pugh's yard and small sales office are seen in photo below. Note sign shows it is "Home of 'Doctor Fixit'." One of two "Doctor Fixit" service trucks is seen at right.



Jack Wiseman, son of Manager J. H. Wiseman Sr., daily broadcasts a local news program, interspersing local news, jokes, and advertising, from the sales floor of the Wood-Freeman Lumber Company. The microphone connects with the local broadcasting station of Searcy, Ark. He also plays up the fact that his firm's remodeled store is "New as News." With modernization, the company began stressing quality over price on all items.

By Sophie Ellis



Local News Adds Spice to Advertising

* A new store for a 22-year-old lumber yard is often outstanding enough for the owner to lean upon for extra volume.

But when the Wood-Freeman Lumber Company of Searcy, Arkansas, moved into its modern building, the management dramatized displayed name brands with a slogan that meant something: "New As News."

A daily news radio program, broadcast from the store at the noon hour, integrates news and local gossip with facts about new lines, name brands, and services

that the store and yard offer.

The Wood-Freeman Local News program, now in its third year, is in the hands of Jack Wiseman, son of J. H. Wiseman Sr., manager. Every day, six days a week, young Wiseman sits at the microphone in the store and broadcasts five minutes of bright patter mixed with sales bits on the name brands the store promotes in handsome displays, on the newest fixtures.

Most of these news items are sent in eagerly by local residents — items about births, deaths, church affairs, pie suppers, strayed

livestock and pets, marriages, and other rural news that people like.

Jack Wiseman and Esther Smith prepare the news sheet in advance. He sits at the microphone until the broadcasting signal comes through — the sound of a rasping saw.

Wiseman connects even the sound with promoted products in the store. "There goes that Blue Grass saw again," he says. Anyone who has entered the front door understands that because the first display is a rack of name-brand tools. The sound of the saw opens and closes every program.

The day the SBS correspondent was in the store, Wiseman had 21 different news items to
(See SPICING UP ADS page 62)



Before the Wood-Freeman building was remodeled, plumbing fixtures were "piled in an obscure part of the store or warehouse." Now they are displayed attractively as shown here and are advertised regularly—with the result that volume increased 50 per cent in this department. Floor coverings also were "brought to light" in a similar manner.



Helpful Booklets FREE!

On this and the following pages is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful booklets offered, just fill in and return the handy reply card below.

G-1. ALUMINUM SCREEN. Three Con-wire products — Burns aluminum tension screens, full-frame screens, and screen cloth — are described in an envelope-size folder. Catalog sheet shows advantages of the aluminum frame unit. Consolidated Wire Products Co., Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

F-1. ALUMINUM SCREENS, EXTRUSIONS. Loxscreen catalog pictures and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easily screens are installed by mechanic or home-owner. Loxscreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

F-2. GLASS DOORS, ENCLOSURES. Two brochures cover Patio Magic aluminum glass sliding doors and Shower Magic bath enclosures. Both show attractive installations, list selling points, and give sketches of product details. Daryl Products Corp., Dept. SBS, 7240 Northeast 4th Avenue, Miami, Fla.

E-1. FLUSH DOORS. As a sign of quality, a permanent harmonizing wood plug with the "Mengel Man" symbol now marks the side of each Mengel flush door. A brochure and envelope-size folder are offered to point out this symbol and the quality it assures. The Mengel Co., Dept. SBS, Louisville 1, Ky.

D-1. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given for strip shingles in various shapes, individual shingles, asbestos-cement sidings, insulation products, built-up and roll roofing and accessories. Flintkote Co.,

Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

D-2. DECORATIVE DOORS, WINDOWS. Rimco Styldors — doors with panel designs for originality in painting — are described in a consumer folder and catalog sheet. Uni-Vent and Uni-View operating and fixed-light window units are shown in a folder and brochure, which also show various stacking combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

D-3. D-I-Y FURNITURE LEGS. Catalog sheet pictures simple method of attaching Peg-Leg wooden legs to Do-It-Yourself furniture. It shows various sizes, with or without brass tips. Perry Furniture Co., Dept. SBS, 507 Monroe Ave., Grand Rapids, Mich.

D-4. ASBESTOS - CEMENT PRODUCTS. Complete selection of brochures, folders, and envelope stuffers — several in full color — show Century No. 5 asbestos-cement roofing singles; Apac all-purpose asbestos - cement board; Linabestos and Sheetflexion wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Kearsbey and Mattison Co., Dept. SBS, Ambler, Pa.

D-5. PANEL WINDOW BROCHURE shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units and their simplified installation. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

C-3. SLIDING GLASS DOORS. Two-color brochure shows details of the installation and operation of Crystal-

Vue sliding glass doors. It tells how the aluminum frames have a special bright "Chromalum" finish and how the rubber channel assures weather-tight closing. Crystal-Vue Sliding Door Manufacturing Co., Dept. SBS, 3498 N. W. 7th Street, Miami, Fla.

C-4. ASBESTOS SIDING, ASPHALT ROOF. Two full-color consumer folders show Ruberoid color-grained Auto-claved asbestos siding and asbestos shake siding. Both show all colors available and list selling points. A third full-color folder shows colors of Ruberoid asphalt shingles with wind-proof "Lok-Tab" application. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

B-2. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

B-3. PLASTIC STRUCTURAL PANELS. Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for architects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for building patios also are offered. Filon Plastic Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

B-4. SHUTTER PANELS. Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decoration. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

For more information

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BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**SOUTHERN BUILDING SUPPLIES
806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.**



B-5. PLASTIC COMPOUNDS. Armstrong glazing, sealing, and caulking compounds and adhesives are shown in colorful catalog sheets. They explain superior qualities of these elastic, plastic compounds. Armstrong Co., Dept. SBS, 1001 East 103rd Street, Chicago 28, Ill.

B-7. WINDOW CATALOG. Hope's line of products for light construction is pictured in a 1956 catalog. It covers basement sash, casings, doors, inside-outside trim, installation details, picture windows, ranch-type windows, redwood surrounds, residence casements, storm sash, and utility windows. Hope's Windows, Inc., Dept. SBS, Jamestown, N. Y.

B-9. WESTERN PINE SOURCES, USES. The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

B-10. INSULATING GLASS. Thermopane insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

B-13. INCINERATORS. Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers flue-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

B-14. TENSION SCREENS. New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

HELPFUL BOOKLETS FREE!

B-15. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a boxcar. American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

B-18. WALLBOARDS. Literature is offered describing Plasteron's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphaltic sheathing insulating boards. Free samples offered. Plasteron Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

B-19. PANEL WINDOW UNIT. The Zuber Beau-ti-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks. The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

B-20. PLYWOOD PANELING. "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbord select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

B-21. ALUMINUM WINDOWS. Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete specifications and selling points are given. Photographs show attractive installations. Albritton Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

B-23. PIPE INSTALLATION. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg

fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

B-24. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

B-26. CONCEALED SASH BALANCE. The Hidalift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

B-28. WINDOW SASH BALANCES. Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

B-32. STAMPED METAL SHAPES. Booklet describes Campeo's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., Dept. SBS, P. O. Box 3636, Charlotte, N. C.

B-33. MASONRY WALL REINFORCEMENT. Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

B-34. PLASTIC-FINISHED PANELS. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Wood-panel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

B-35. LOCKSETS, HARDWARE. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

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B-37. EXTERIOR PLYWOOD. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

B-39. METAL MOLDINGS. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

B-43. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

G-2. ENTRANCE DOOR DESIGNS. Visador catalog pictures 16 different light designs for insertion in flush doors. The units are prefabricated and easily installed. Doors also are easily converted to louver doors with insertion of louver units. Visador Co., Dept. SBS, P. O. Box 10312, Dallas, Tex.

G-3. AWNINGS AND CARPORTS. Literature is available on SeaView's Flair awnings of aluminum and fiberglass. These awnings can be lowered from the usual shade position to fit

tightly over the window frame as protection in windstorms and hurricanes. Other literature describes KD carports of aluminum and steel, made by the Markee Corp., a SeaView subsidiary. SeaView Industries, Inc., Dept. SBS, Box 397, Miami 48, Fla.

G-4. WOOD AWNING WINDOW. The Woodco E-Zee Loc wood awning window is presented in a catalog for dealers, architects, builders, and homeowners. A technical section shows various window layouts and design data. Photographs show typical installations. Woodco Corp., Dept. SBS, Box 31, North Bergen, N. J.

B-44. LAMINATED PANELS. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

B-45. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. Much helpful data for buyers of cement are offered, including ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

F-3. AWNING WINDOW, JALOUSIES. Catalog sheets tell advantages of Look aluminum awning windows and 4" louver jalousies. Windows come in both standard and modular sizes, as-

sembled or KD, glazed or unglazed. Jalousies are completely weatherstripped. Dodge Window Corp., Dept. SBS, 249 Spring Street, S.W., Atlanta, Ga.

B-17. SELLING LUMBER SHORTS. "Selling Short Length Lumber" is a helpful reprint of an article by John Reno, utilization director for Pacific and prominent engineer. It describes and pictures ways other dealers are eliminating waste by selling dog houses, sand boxes, and similar products. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

B-27. PLASTIC TILEBOARD. New color chart shows AFCO prefinished wall-panels in 11 decorator colors. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

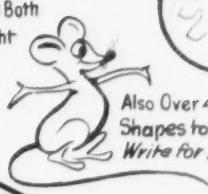
B-41. PAINT THINNER. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.



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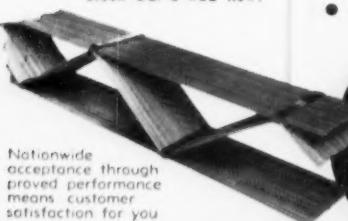
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'BETTER WAY' Shared by Dealers

(Continued from page 22)

Bryant Stallings, manager of Southern Builders' D-I-Y Store in Raleigh, N.C., which is pictured on page 40 of this S*B*S. "It capitalizes on the fact that nearly everybody will be tempted by a bargain."

As seen on page 22, this bargain bin is at the front of the new store, where customers and other visitors pass it coming into the supermarket or as they await service at the check-out counter.

A large sign offers "Your Choice—98c." And smaller signs on the bin sides beckon with the same copy. The bin is filled with "specials" in tools and materials, such as economy hammers and rolls of metal weatherstripping. It is also used to dispose of "cats and dogs" or "odds 'n ends," such as screwdrivers, brushes, and trowels to close 'em out.

Nearly every home-owner or handyman who passes this bargain bin sees one or more things he could use or that he needs to complete some home job or chore.

* * *

"BETTER WAY" IDEAS that are accepted for publication like these win \$7.00 each for the dealers who submit them. Share your better way of selling or operations with other dealers through SOUTHERN BUILDING SUPPLIES. Send the details and any available pictures or sketches to Editor, Southern Building Supplies, 806 Peachtree Street, N.E., Atlanta 8, Ga. Mail your "Better Way" now!

Predicts \$44.5 Billion in New Construction Despite Housing Drop

Despite an expected slump in private homebuilding, the U.S. Departments of Commerce and Labor jointly have raised their estimate of total new construction activity this year to a record \$44.5 billion. The new estimate compares with a \$44 billion estimate for this year projected last November, and with actual construction spending of \$43 billion in 1955.

The Federal agencies said the reason for the boost in their estimate for the year is that increased construction of utilities, private industrial buildings, and highways were expected to more than offset a decline in new housing. The departments anticipate a 12% drop in new private housing starts from last year's total of 1,310,000 units.

Although the government agencies anticipate a 12% drop in housing units started, they predict that the reduction in new home construction will be only about 8% in dollar volume due to two major reasons: the building of larger homes on an average, and the gradual rise in over-all construction costs.

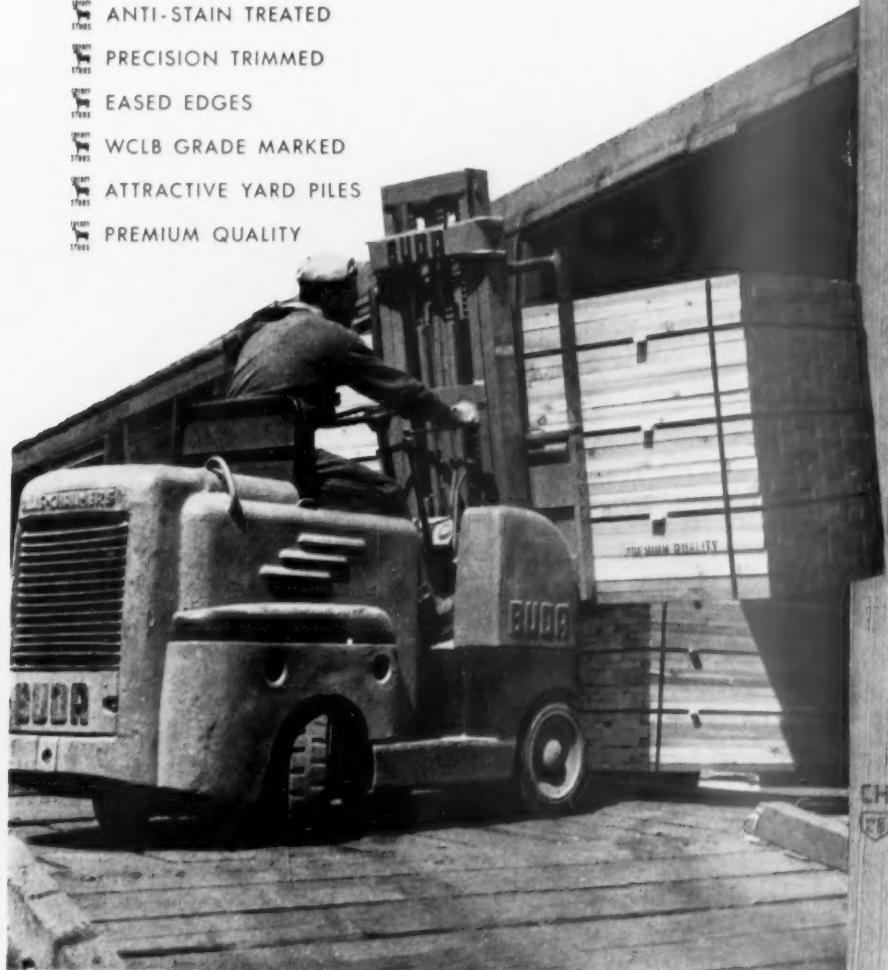
"The present outlook for construction assumes that the current high level of over-all economic activity will remain relatively stable and that disposable income of consumers will continue at record levels," the agencies explained. "Nation-wide supplies of building materials should be adequate with increased plant capacity and high productivity preventing all but minor or spot shortages."

"Construction costs are expected to continue to rise moderately."

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WOOD WALL TILES



Interlocking, beveled wooden tiles provide rich, solid paneling on walls and ceilings. Made in knotty pine, clear pine, cherry, or African mahogany, the tiles are offered by the Arthur F. Tyler Co., Dept. SBS, 167 Hapgood Street, Athol, Mass.

The tiles are made of selected woods and are not veneered. They are dipped in a clear solution that prevents warping or shrinking. They are quickly fastened to studs, joists, or furring strips with small nails, which are hidden by tongue-and-groove application.

Tiles come in two sizes — 16" square and 16" x 32".

Write P312 on reply card, page 50.

STAINS AND SEALS

MultiTint Wood Stain is a wood-finishing product that stains, fills, and seals in one application. It is made by the Seiditz Paint and Varnish Co., Dept. SBS, Kansas City, Mo.

MultiTint wood stain comes in 45 colors for furniture, floors, wood-work, and paneling. Its unusual ease of application makes it ideal for "week-end decorators."

A free wall display is offered to



dealers with an initial stock. It shows actual wood panels of birch, white pine, and fir, stained in the 45 colors and finished with both flat and gloss varnishes.

Write P313 on reply card, page 50.

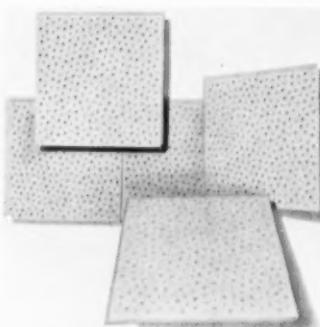
PREFINISHED HARDWOOD

The Georgia-Pacific Plywood Co., Dept. SBS, 270 Park Avenue, New York 17, N. Y., has added two new decorative interior plywood panels, prefinished and ready to install.

The wall panels are made in V-grooved, random patterns from the finest birch and red gum woods. Edges are eased for continuous plank effect. Panel sizes are 4' x 8' and 4' x 7'.

Write P314 on reply card, page 50.

ACOUSTICAL TILE



A random-pattern acoustical tile has been added to the Nu-Wood line of interior finishes, made by the Wood Conversion Co., Dept. SBS, First National Bank Building, St. Paul 1, Minn.

The Nu-Wood tile features scientifically designed "sound traps." Statite predecorated surface said to grow whiter with age, and a matte texture that helps distribute reflected light and reduce glare.

As a further decorative effect, random-pattern acoustical tile can be mixed with regular non-perforated Nu-Wood tile with the same joint.

Write P315 on reply card, page 50.

ALUMINUM WINDOWS

The Verti-Slide is a new line of Ualco aluminum vertical sliding windows announced by the Southern Sash Sales and Supply Co., Dept. SBS, Sheffield, Ala.

Each movable sash has two load-



ed spring locks. Both vents have approximately four positions of ventilator openings. Screens are designed to fit into channels, eliminating screen clips and screws. The screens are removable from the inside.

Storm sash can be interchanged with the screens. The window unit is supplied with or without an integral fin.

Write P316 on reply card, page 50.

CERAMIC TILE

A new shape in ceramic tile for both floors and walls, called "Contour," is announced by the Royal Tile Manufacturing Co., Dept. SBS, 3600 Conway, Fort Worth, Texas.

The intricately-shaped tile, which can be combined in different shades to form a variety of other patterns, covers slightly less area than a 4½" square tile.

Contour tile is made in 17 "Gloss-tone" colors for walls and 12 color-textures of Duraflor for floors.

Write P317 on reply card, page 50.

MATCHING FRONT DOORS

The makers of Bilt-Well woodwork offer matching screen door and front entrance doors. They are manufactured by the Carr, Adams and Collier Co., Dept. SBS, Dubuque, Iowa.

The entrance door, called Prom-o-dor, has three lights bedded in putty and fastened with wood stops. The door comes in the standard 3'0" x 6'8" x 1¾" size.

The Com-o-dor screen door has matching screen sections, with glass



storm panels. A decorative aluminum scroll and louver panels are available accessories. The Com-o-dor comes in three sizes—2'8" x 6'9", 3'0" x 6'9", and 3'0" x 7'1".

Write P318 on reply card, page 50.

ALUMINUM CLAPBOARD

An aluminum clapboard siding is announced by Jones and Brown, Inc., Dept. SBS, 439 Sixth Avenue, Pittsburgh 19, Pa.

Called Contour Inselum, the siding is said to "hug" the wall and therefore muffle all noise and echoes found in ordinary, hollow aluminum sidings. The contour design also assures rain shedding without noise and gives more protection against denting.

The soft pastel enamel shades, which are baked on to insure lasting beauty, never fade due to exposure to weather. Engineered into each panel are tiny weep holes to allow moisture escape.

Write P319 on reply card, page 50.

CUTS LARGE PANELS

A saw that simplifies cutting large panels of plywood, hardboard, plastic, and similar materials into smaller sections is announced by the Richard C. Bennett Manufacturing Co., Dept. SBS, Laceyville, Pa. It is known as the Bennett two-way panel saw.

Measuring 12' long, 6'7" high, 24" wide, it weighs 140 pounds. High-



grade seasoned lumber serves as a sturdy frame for the tubular steel tracks, between which the saw runs. The saw itself is mounted on a turntable that permits either ripping or cross-cutting.

Write P320 on reply card, page 50.

LOW-COST COOLING

McQuay residential Aircons consist of cooling coils and remote condensers that make central air-conditioning economical in homes with ducts already installed for heating. They are announced by McQuay, Inc., Dept. SBS, 1600 Broadway N. E., Minneapolis 13, Minn.

Designed for use with forced-air furnaces, the components, plus a compressor, combine with ductwork to send de-humidified air to every room of the house. For homes equipped with gravity feed furnaces, the equipment can be adapted with the addition of a blower fan and filters.

Cooling coils are available in 2-, 3-, and 5-ton sizes, for Freon 12 or Freon 22 refrigerants.

Write P321 on reply card, page 50.

ADJUSTABLE AWNING



The Wepco adjustable aluminum awning extends to fit larger windows merely by being pulled apart. It is made by the Weather-Proof Co., Dept. SBS, 1407 East 40th, Cleveland 3, Ohio.

It is designed for maximum ventilation, while keeping out rain and sun. Windows can be left open at the top during rainy weather.

The awnings are easily installed by home-owners.

Write P322 on reply card, page 50.

CIRCULAR DRAWERS

The Rota-Drawer solves the problem of drawer space in corners. This three- or four-drawer unit is made by Home Steel Products, Inc., Dept. SBS, 1528 Vassar Avenue N.W., Canton, Ohio.

Suspended from a vertically-positioned rod, the drawers are made of sturdy welded steel in pie shapes. The touch of a finger brings forward any individual drawer, which revolves around the rod.

The Rota-Drawer unit utilizes 90



per cent of the space that ordinarily goes to waste in kitchens with corner drawers.

Write P323 on reply card, page 50.

VINYL WALL COVERING

A re-styled color line has been developed for Kalistrone, durable vinyl wall covering material made by the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

Kalistrone is made by fusing colored lacquer to the underside of a clear vinyl sheet, which protects the color from stains and scratches. Twenty-five shades are available.

"Shadowlines," the first figured Kalistrone pattern, comes in warm, light colors with a random tracing of fine lines.

Write P324 on reply card, page 50.

IMPROVED JALOUSIE

Problems of sand, grit, salt, dust, and other foreign matter interfering with operation of aluminum jalousies have been licked by Thomas Products, Inc., Dept. SBS, West Hollywood, Fla.

The solution to these problems is the "concealed rivet," a small cylinder of metal consisting of a



rotating pin. This pin holds the glass clips to the extension jamb. Each louver, when the operator handle turns, pivots on the rivets. Most other units have the rivet exposed to the weather because they protrude through the side of the face of the jalousie.

Write P325 on reply card, page 50.

MAGNETIC CATCH



The Penn-Akron Hardware Corp., Dept. SBS, Woodside 77, N. Y., announces a cabinet catch with a permanent magnet that has a 10-pound "bulldog grip."

The powerful magnetic catch even holds sliding and screen doors. Made of bright aluminum, it has adjustable screw slots for simple installation.

Write P326 on reply card, page 50.

HOLE SAW

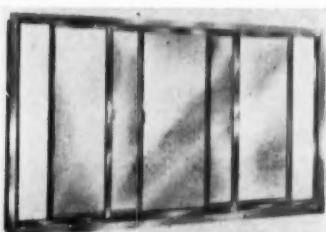
The Aladdin Manufacturing Co., Dept. SBS, 3125 Harrison, Kansas City, Mo., has introduced a fast-cutting, easy-to-use hole saw as an addition to its line of portable electric tool attachments.

The tool has a cast alloy saw body and four saw blades, 8- or 14-tooth. A centered $\frac{1}{4}$ " drill bit is used for guiding these blades and preventing them from jumping while cutting. The circular blades are made of tempered, high-carbon steel.

Write P327 on reply card, page 50.

SLIDING WINDOW UNIT

The Stanley aluminum horizontal sliding window is made with either screen or storm sash. Said to be



priced right for any type construction, the unit is made by the Stanley Building Specialties Co., Dept. SBS, 1890 N. E. 146th Street, North Miami, Fla.

The sash slide on nylon gliders. All sliding sash are weather-stripped, including along the meeting rail. A sloping sill drains off moisture and inside condensation. A vinyl glazing channel simplifies glazing, with either single or double - strength glass.

Write P328 on reply card, page 50.

STEEL BUILDINGS

The Atlantic Steel Co., Dept. SBS, P. O. Box 1714, Atlanta 1, Ga., announces a complete line of all-steel, prefabricated buildings, with the trade name "Dixistee."

Engineered to individual requirements for maximum use, the buildings feature post-free interiors, strong weathertight covering, and simple expansion facilities.

The Dixistee line contains 18 standard models for every use. Side walls range from 10' to 14' high. Widths range from 30' to 70'. Building lengths can be any multiple of 20'.

Supplementing the rigid-frame buildings, Atlantic Steel offers two models of all-steel shelter units, and 10 roof systems consisting of prefabricated triangular or bowstring trusses.

Write P329 on reply card, page 50.

FOLD-DOWN AWNING



SeaView Industries, Inc., Dept. SBS, Box 397, Miami 48, Fla., has announced an awning unit that offers both privacy and protection from windstorms, in the "down" position, plus shade and beauty in an upright position over the window.

Called the "Flair," this SeaView product is made of aluminum, except for the decorative spears which hold the awning in place. A choice of aluminum or fiber-glass panels is provided for attachment to the frame. These panels come in nine different shades.

The Flair can be adapted to any size window in lengths of 30", 36", 40", 44", and 48". By combining units, multiples in any length are available.

Write P330 on reply card, page 50.

FOLDING DOOR



The Grant folding door combines the flexibility of fabric and the solidity of a solid core. It is made by the Grant Pulley and Hardware Corp., Dept. SBS, 944 Long Beach Avenue, Los Angeles, Calif.

A core of solid panels beneath the textured vinyl fabric gives the Grant folding door an uncommon strength, combined with the beauty and "feel" that attract customers. Paul McCobb, noted American designer, helped style the door.

The door hangs straight and stationary, without billows or rustle when closed. Sizes are 2'6", 2'8", 3'0", and 4'0" wide by 6'6", 6'8", and 8'0" high.

Write P331 on reply card, page 50.

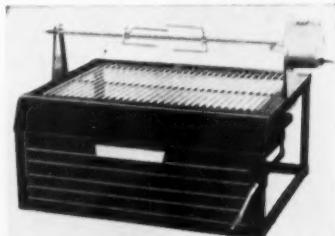
BUILT-IN BARBECUE

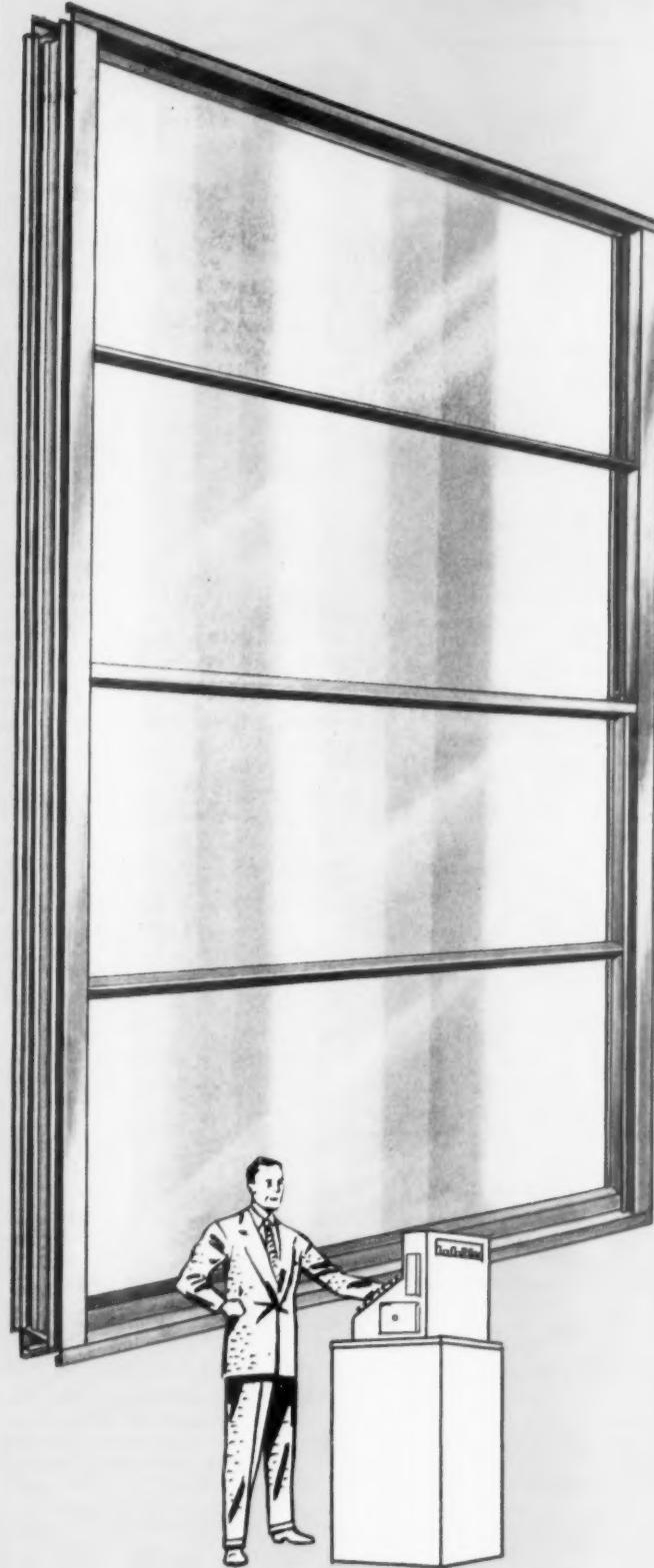
In keeping with the trend toward built-in types, the Burr-Southern Corp. of California, Dept. SBS, 241 N. Allen Avenue, Pasadena, Calif., offers two improved built-in barbecue units.

Pictured here is the Adjustafire, a deluxe unit with stationary chromed steel grill and adjustable firebox. It is available in black or bronze hammerstone enamel for inside or outside use.

A second model is designed for pit-type installation, with adjustable firebox.

Write P332 on reply card, page 50.





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PRODUCT BRIEFS

ACRYLIC EMULSION PAINT. Sta-Dri Acrylicote is an improved acrylic emulsion paint that is odorless, non-toxic, self-priming, washable, color-fast, and stain-resistant. It can be touched up without showing brush marks. It is suitable for any interior or exterior surface. Write American Sta-Dri Co., Dept. SBS, Brentwood, Md.

Write P333 on reply card, page 50.

OUT - OF - WALL DIFFUSER. Air Control's No. 16 out-of-the-wall diffuser is designed for applications where stackhead and duct cannot be put into the wall. It is particularly economical to install in concrete or cinder-block applications and in old buildings being remodeled. It is made in two sizes — 10" x 6" and 12" x 6". Write Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

Write P334 on reply card, page 50.

CHOPPING BLOCK. The Chop-A-Top custom cabinet top provides an edge-grained hardwood chopping block for permanent installation in home kitchens. Made of tough-grained beech, it fits both individual cabinet bases and in continuous counters. Write Sundown Co., Dept. SBS, 748 Alabama Avenue, Memphis, Tenn.

Write P335 on reply card, page 50.

TEXTURED HARDBOARD. Masonite has added a textured hardboard to its line of primedcoated panels. The linear texture is suitable for an exterior siding as well as for interior uses. The product comes in a variety of widths and lengths for horizontal siding, panel and batten construction, and shingle application. Write Masonite Corp., Dept. SBS, Box 777, Chicago 2, Ill.

Write P336 on reply card, page 50.

PLASTIC POOL. Happy Harbor pools now include a circular model 25' in diameter that holds about 12,000 gallons of water. It is made by erecting a sturdy galvanized wire fence, protected with a plastic coating that covers all sharp points, and lined with Krene plastic. No excavation is needed. Write Bilnor Corp., Dept. SBS, 300 Morgan Avenue, Brooklyn 11, N. Y.

Write P337 on reply card, page 50.

CABINET HARDWARE. Ajax "tulip design" drawer knobs and complementary back plates now are available in solid die-cast zamak metal. Formerly they came in only solid brass or bronze. Write Ajax Hardware Sales Co., Dept. SBS, 4355 Valley Boulevard, Los Angeles 32, Calif.

Write P338 on reply card, page 50.

PROTECTS SEWER PIPE. The annoying problem of keeping soil and stones from working their way into

sewage disposal systems can be eliminated through use of a simple joint-covering device molded of Bakelite polyethylene. Called the Boco tile clip, it replaces the conventional tar-paper wrapping. Lugs molded on the inside of the clips provide proper spacing. Write Boco Industries, Inc., Dept. SBS, 19424 West Eight Mile Road, Detroit 19, Mich.

Write P339 on reply card, page 50.

LAWN MARKERS. The Gra-flex line of lawn markers feature sturdy wrought-iron holders with dull black finish. Names or numerals are engraved on a plastic-surfaced hardboard sign. Three styles, plus a fourth with combination mail box bracket, are available. Write Graflex Signs, Dept. SBS, P. O. Box A72-12, Poteau, Okla.

Write P340 on reply card, page 50.

J-LOCK CLAMPS. A set of self-locking "J-Lock" work-holding clamps is designed primarily for use with drill presses. The clamps provide a speedy, positive hold-down method suitable for use with either home workshop or industrial presses. They retail at \$2.95 a pair. Write Delta Power Tool Division, Rockwell Manufacturing Co., Dept. SBS, 448 N. Lexington Ave., Pittsburgh 8, Pa.

Write P341 on reply card, page 50.

PULL DOWN' LIGHTS. Markel has introduced a line of "pull down" ceiling light fixtures for ranch style homes. They have a polished brass-tone finish, with white, black, and coral color combinations. Request a folder, showing designs, from Markel Electric Products, Inc., Dept. SBS, Buffalo 3, N. Y.

Write P342 on reply card, page 50.

LAVATORY FRAMES. Stainless steel frames for installing vitreous china built-in lavatories have been added to the Ardee line of sink frames. One model is three-sided for exposed-front lavatories, another for flush-to-wall installations. Write R. D. Werner Co., Inc., Dept. SBS, 295 Fifth Avenue, New York, N. Y.

Write P343 on reply card, page 50.

EXIT LOCKSET. An exit model has been added to the Kwikset "400" line of residential locksets, available in standard or Bel Air designs. It is used on heavy combination storm or jalousie doors and is adjustable for doors from 1 1/8" to 1 3/4" thick. The finish is polished brass, satin bronze, or aluminum. Write Kwikset Locks, Inc., Dept. SBS, Anaheim, Calif.

Write P344 on reply card, page 50.

SHELF, POLE BRACKET. Both clothes poles and closets go up in

DO YOU WANT more information on any of these new products? Mail the reply card on page 50. Fill in the product number shown with item.

minutes with the use of the Kant-Sag shelf and pole brackets. Shaped somewhat like a triangle, the unit has an 11" arm at the top to bolt to a shelf. Another 11" side of the triangle is fastened to the wall. A third piece forms a brace between these two. A holder for the clothes pole extends down from the shelf-holding arm, to completely eliminate sagging. Write United Steel Products Co., Dept. SBS, 104 West 86th Street, Minneapolis 20, Minn.

Write P345 on reply card, page 50.

SLIDING-DOOR PULL. Arcadia sliding glass doors, with aluminum or steel frames, are now available with a modern, function pull. To harmonize with a variety of interior decorating styles, the pulls are made in dull chrome, dull bronze, and dull black. Write Arcadia Metal Products, Dept. SBS, 801 South Arcadia Avenue, Fullerton, Calif.

Write P346 on reply card, page 50.

LIFT-TRUCKS. Hyster lift-trucks of 6,000- and 8,000-pound capacities are now equipped with a four-cylinder diesel engine as original equipment. Models with capacities of 15,000, 16,000, 18,000, and 20,000 pounds can be factory equipped with a six-cylinder diesel engine. These engines permit lower-cost fuel consumption. Write Hyster Co., Dept. SBS, 2902 N. E. Clackamas Street, Portland 8, Ore.

Write P347 on reply card, page 50.

WOOL - ALUMINUM WEATHER-STRIP. Schlegel aluminum and wool pile weatherstrip for the bottom of aluminum combination doors assures protection from weather and insects in both summer and winter. The wool pile adjusts itself to irregularities of as much as 1/4" along the floor sill. The weatherseal is easily attached to any aluminum door before or after installation. Write Schlegel Manufacturing Co., Dept. SBS, Rochester 7, N. Y.

Write P348 on reply card, page 50.

PREFINISHED HARDBOARD. Panel-Peg is the name of a new line of prefinished perforated hardboard. It has the same permanent, baked-on "Porcenel" finish as Panelboard. It is available in eight colors and white, in three sizes. Write Panelboard Manufacturing Co., Inc., Dept. SBS, 111 Cedar Lane, Englewood, N. J.

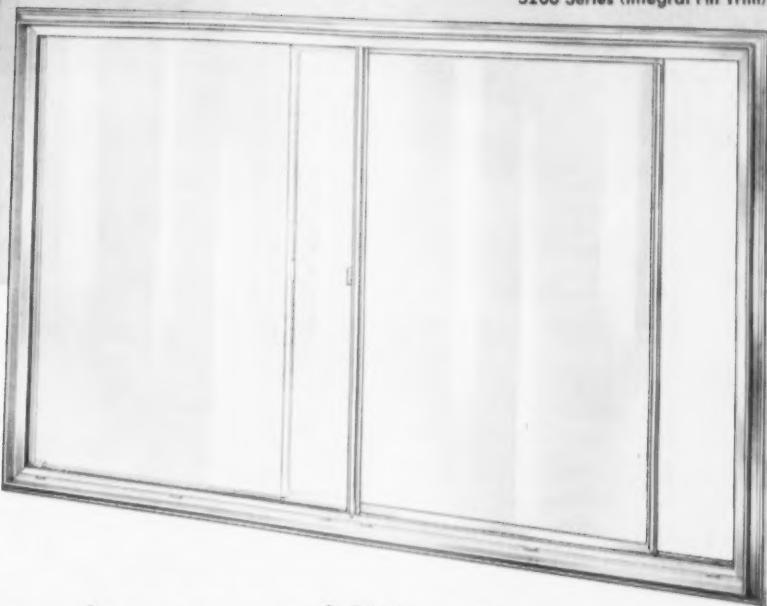
Write P349 on reply card, page 50.

LATCH SET. The Chesler "Con-

NEW

Simplest
to install

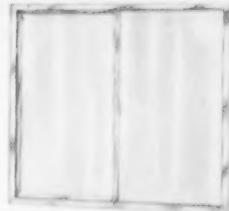
5200 Series (Integral Fin Trim)



TRAVERSE Horizontal Sliding WINDOW with Integral Fin Trim

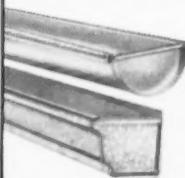
...a beautiful, extra-low-cost addition to
REYNOLDS ALUMINUM WINDOWS

Ease of installing this window makes it attractive to both home handymen and professional builders. The integral fin trim is the secret—siding materials simply butted against it. (Wood buck also available.) Precision engineered! Corners are dressed welded, smooth and strong. Louvered weep holes assure complete drainage. Completely weatherstripped. Easy-sliding vents lift out for cleaning...lock tight. Besides single-sliding-vent type shown, strip type is also available...sliding vents flanking a fixed center light. Order now. **Reynolds Metals Company**, Window Division, 2036 South Ninth Street, Louisville 1, Kentucky.



5100 Series (Wood Buck)

REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS



Rustproof permanence and handsome design in rain-carrying equipment...at low cost. Ogee embossed in 4", 5", 6" sizes. Half-round in 5" and 6" sizes.

REYNOLDS Lifetime ALUMINUM FLASHING

Rustproof and non-staining, this flashing looks better and costs less, 14", 20" and 28" widths, .019" thickness.



New Builder's Type

REYNOLDS ALUMINUM REFLECTIVE INSULATION and Vapor Barrier



Developed especially for professional use...foil bonded to 40 lb. kraft paper. Foil on one side and two sides, in rolls of 250 and 500 sq. ft., 25" and 36" widths.

REYNOLDS ALUMINUM BUILDING PRODUCTS

See "FRONTIER", Reynolds great dramatic series, Sundays, NBC-TV Network.

temporary" is a self-aligning, push-pull latchset with brass or satin aluminum finish. It requires the boring of a single 1" hole and is self-adjusting for standard door thicknesses. Write J. Chesler and Sons, Inc., Dept. SBS, Brooklyn 37, N. Y.

Write P350 on reply card, page 50.

LOW-COST DUCTWORK. Titeflex 500 is a lightweight, low-cost metal tubing for ductwork in homes. A thin metal strip is wound into a tube of the desired diameter, with a smooth bore on the inside and helical ridges on the outside. It has great resistance to external crushing forces, yet is extremely light in weight. Write Titeflex, Inc., Dept. SBS, 10 Hende Street, Springfield, Mass.

Write P351 on reply card, page 50.

PROPANE TORCH. The Util-i-Torch is a full-size torch with regular-size fuel tank. It easily burns up to 15 hours on one cylinder of clean-burning propane gas at temperatures up to 2,300 degrees. Fuel cylinders are disposable. Write Turner Brass Works, Dept. SBS, Sycamore, Ill.

Write P352 on reply card, page 50.

LAVATORY FAUCET. The makers of the Delta single-handle faucet have announced a new lavatory

faucet line, incorporating the same advantages. The faucet handle has only one moving part — a ground ball, which operates in a ball socket joint. It controls both temperature and volume with one hand movement. Write Delta Faucet Division, Masco Screw Products Co., Dept. SBS, 12825 Ford Road, Dearborn, Mich.

Write P353 on reply card, page 50.

STEEL STAIRCASE. The Trimco one-piece steel staircase is self-leveling and can be adjusted within 1½ feet. The standard model is 10' long with 11 treads 3' wide and 9" deep. It fits any basement 6'6" to 8' high. Write Trimco Metal Products, Dept. SBS, 6304 Olive St. Road, St. Louis 5, Mo.

Write P354 on reply card, page 50.

ACOUSTIC PANEL. A "ribbed" acoustic flat plate panel has been added to the Fenestra line of cellular steel building panels. It is designed for use with Fenestra 4½" "D" panels and is used, in down position, as a welded cover for the hat-shaped, formed beam of 18-gauge steel that is the basic component of "D" panels. Write Fenestra, Inc., Dept. SBS, 2250 East Grand Blvd.

Write P355 on reply card, page 50.

NEW PLASTIC COLORS. St. Regis Panelyte plastic laminate now comes in eight new colors. These off-shades are citron yellow, carnation pink, flame, cerulean blue, middy blue, dove gray, cantaloupe, and bitter green. They are designed to go with the more unusual shades now popular in fabrics and wallpapers. Write St. Regis Paper Co., Dept. SBS, 230 Park Avenue, New York 17, N. Y.

Write P356 on reply card, page 50.

BUILT-IN RANGE. Modern Maid announces a super-thin, drop-in, four-unit electric cooking top. The unit, including conduit box, is a scant 3" deep. The units are made in stainless steel or coppertone porcelain. Write Tennessee Stove Works, Dept. SBS, Chattanooga, Tenn.

Write P357 on reply card, page 50.

RESIN - TYPE ADHESIVES. Two resin-type thermosetting adhesives for honeycomb sandwich construction will bond phenolic-impregnated kraft paper to thin aluminum, stainless steel, or magnesium sheeting. The EC-1177 adhesive is transparent and has a heavy syrup consistency. The EC-1415 is transparent amber and has a medium syrup consistency. Write Minnesota Mining and Manufacturing Co., Dept. SBS, 411 Piquette Avenue, Detroit 2, Mich.

Write P358 on reply card, page 50.

GROUNDING RECEPTACLE. A new three-wire, two-wire combination duplex grounding receptacle provides for two separate circuits with a common ground. This makes it possible to supply, from the same outlet, the current to operate a window air-conditioner or similar appliance requiring three-wire, 15-ampere, 250-volt service, and any other appliance needing only conventional two-wire, 15-ampere, 125-volt service. Write Arrow-Hart and Hegeman Electric Co., Dept. SBS, Hartford 6, Conn.

Write P359 on reply card, page 50.

PLASTIC WALL TILE. The Wilson line of plastic wall tile now comes in a new design, called Classic. The tile has a fluted surface. The three soft, parallel surface flutes offer many design possibilities, such as checkerboard or striped patterns. Six colors and matching trim are available. Write Wilson Plastics, Inc., Dept. SBS, 1531 Milan Road, Sandusky, Ohio.

Write P360 on reply card, page 50.

CONTINUOUS COUNTER TOP. A fully-formed top for kitchen base cabinets and work spaces has been added to the Topcraft line of laminate products. Made to the builder's specifications, the top has no seams or moldings. It features a backsplash and slightly-raised edge to prevent water dripping over the edge. Write Topcraft, Inc., Dept. SBS, 4207 Menlo Drive, Baltimore 15, Md.

Write P361 on reply card, page 50.

PAINTS

SOUTHERN BUILDING SUPPLIES



"Did you have ANY color in mind, Mr. Palette?"

You get **FAST TURNOVER...**
make **MORE PROFITS...**

when you sell
Lion
Asphalt
Roofing
Products

You enjoy big, steady business without excessive stocks when you concentrate on Lion roofing products. Leading building supply wholesalers carry the complete line of these fast-selling roofing and waterproofing asphalts. That means you can get prompt deliveries—no need to tie up your money in a large inventory.

Lion's more than 25 years' progressive research and continually improved manufacturing techniques assure you and your customers of the highest quality. Lion asphalt roofing products always meet or exceed rigid U. S. Government standards. Lion asphalts are carefully desalinated to assure low water-absorption rate. They're superior for steep or flat roofs and for damp-proofing applications. Fill in and mail the coupon today. No obligation.



LION ROOFING ASPHALT—For hot application. Most economical covering for roofs of large buildings.

LION ASPHALT ROOF COATING—Liquid, ready to use. For new roofs or to preserve old ones.

LION ASPHALT PLASTIC CEMENT*—For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

LION ASBESTOS ASPHALT ROOF COATING—Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.

LION ASPHALT R.D. PRIMER—Serves as primer for hot asphalt application for damp-proofing concrete or masonry.

LION COLD PROCESS LAP CEMENT—Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.

LION METAL COATING NO. 3*—Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.

LION BLIND NAILING CEMENT—Jelly-like asphalt cement for applying roll roofing and for cementing coverings to table tops and kitchen cabinets.

*Made under the process of Patent No. 2393774.

LION OIL COMPANY
A Division of Monsanto Chemical Company
EL DORADO, ARKANSAS

Please send me complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

NAME _____

ADDRESS _____

CITY _____

STATE _____



SPICING UP ADS

(Continued from page 48)

broadcast, and the name brand promoted along with the news was paints.

Wiseman strives for a light, jocular air in his broadcasting. Occasionally he tosses in a joke, an epigram, or a quotation.

So popular has the program become that there is never a lack of news items.

Not long ago Wiseman turned his broadcast into a contest by offering prizes to listeners who identified the broadcast, from which the firm's name was deleted, and the sound of the saw eliminated. Within a few minutes the local telephone exchange found its switchboard clogged, and implored

Wiseman not to repeat the contest the next day.

Daily display advertisements in the local newspaper also connect with the news theme made popular by this dealer. A number of news items concerning local building projects is included, together with as many names as possible.

Typical of one of these advertisements that are read eagerly is this:

"Conclusive proof that White County is the finest place in the world to live is the number of modern rural and farm homes being constructed this year."

"R. A. Boggs has the framing up and is applying storm sheathing on a new home for Wilbur Lawrence near Tulip.

"Mr. and Mrs. Hoye Mitchell are building a modern home 3 1/3 miles north of Morris School. The work is being supervised by his father, Tom Mitchell, well-known contractor and carpenter.

"O. M. Ausburn of Kengsett is building a new home for Mr. and Mrs. W. E. Kitts near Joy."

This eight-inch by two-column advertisement also contains a joke, information on FHA Title I loans for repairs and plumbing installations, and the OHI slogan that is being used this year in all publicity—'56 Is The Time To Fix.

These daily advertisements carry the firm's signature in the same script letters that are seen on the eight road signs and over the front of the modern building.

"We want everyone to

remember our name and our store," said Manager Wiseman. "When we moved from the old building we had occupied for 20 years, we determined to make people feel that this yard supplies all the attractive, new items they read about in their magazines and hear about over radio and television."

The new store is outstanding in its display facilities. The walls are covered with perforated hardboard from which small items can be hung attractively.

The Wood-Freeman Lumber Company stresses quality rather than price. New quality lines well displayed in a new store are largely responsible for hikes in sales of 35 per cent in January '56 over the same month in '55; 27 per cent in February, and 49 per cent in March.

One of the new facilities that is helping to give outstanding service on nationally known products is the firm's direct telephone line to Little Rock, 50 miles away.

The Searcy number is listed in the Little Rock telephone directory. But where the utility comes in is that Manager Wiseman can take down his receiver and get direct connection with any Little Rock supply house. One day recently he made 35 calls on his straight line to Little Rock.

"I save a big long-distance bill," Manager Wiseman said. "But the biggest value to me is that direct connection with supply sources. It puts this store in the category of a store in a metropolitan center."

To keep personnel looking as spic-and-span as the bright store, each man dons a crisp white shirt with the store's name on it every morning. The shirts are supplied by a shirt-rental laundry.



Perforated hardboard lines much of the Wood-Freeman store walls, simplifying display arrangements. The back wall of the wallpaper department, behind the sales counter shown at right, is covered with a bright paper. The counter shows off wall paneling and plastic laminate. Manager J. H. Wiseman, right, writes up an order.





A "window shopper" uses more than a rule to measure the worth of a window. He is concerned with **QUALITY, PERFORMANCE and STYLE.** He wonders about **EASE-OF-INSTALLATION.**

Your **PROFITS** are directly related to customer satisfaction. You **PROFIT** most by selling WOODCO E-ZEE Loc Wood Awning Windows...from *every* point-of-view.

there are many ways to measure a window

Hotel Evans, Loch Sheldrake, N. Y.
SYDNE SCHLEMAN Associates
Architects
Middletown, N. Y.



CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



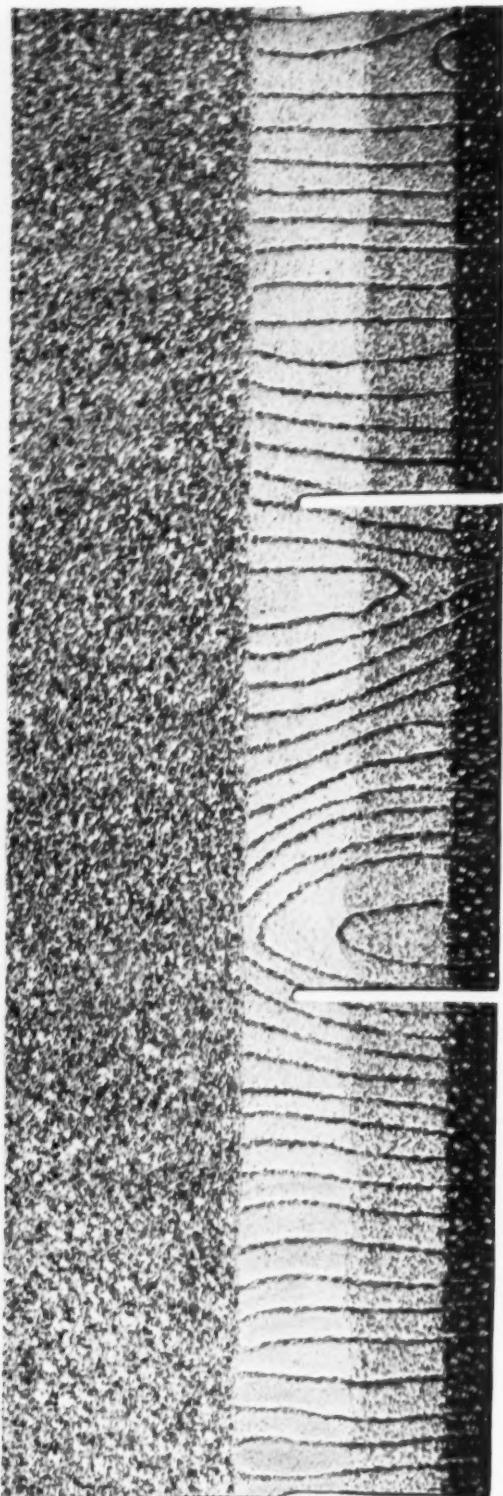
for the Beautiful point-of-view...

SOLD EXCLUSIVELY THROUGH THE LUMBER DEALER. FOR COMPLETE INFORMATION, WRITE

The WEARN LUMBER CO.
SOUTH MINT & WINONA STREETS
Post Office Box 1458
Charlotte 1, North Carolina

Zuber
Lumber Company

ATLANTA 1, GEORGIA



Shadow-Cast Coral

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed



NEW, DIFFERENT

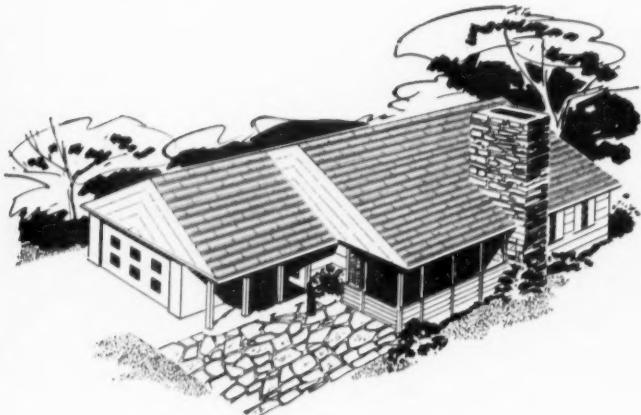
SHADOW-CAST

THICK BUTT SHINGLES

Not a blend—not a solid color—but a COLOR-TONE . . . subtly shaded from light to dark, creating the effect of a single *color-tone* over the whole roof, broken only by deep shadows.

The natural shadow cast by the extra-thick tab is deepened by the shadow line at the *bottom* of the shingle.

Mr. Dealer . . . add a new "best-seller" to your roofing line with distinctive Shadow-Cast Shingles by Certain-teed! For complete information, get in touch with your nearest Certain-teed Sales Office . . . or write direct to us.



Available in pastel tones of:

SHADOW-CAST CORAL • SHADOW-CAST GRAY

SHADOW-CAST JADE • SHADOW-CAST BROWN

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER



OHI BUSINESS

(Continued from page 47)

get ourselves in serious trouble by reputation by trying to do more than we can handle.

"My next step, as I plan it now, will be to employ at least two salesmen to make the personal contacts in response to telephone calls produced by our promotion. This will take a lot of the load off the two foremen.

"And I know that such salesmen can get the job done. One summer I used five inexperienced A & M boys in a sales experiment. We use these students to a considerable extent in the summer, too, on general yard work. But in this experiment these five boys went out on a cold canvas, picked their houses and sold improvement or remodeling to one out of every five contacted."

Marion Pugh, a great quarterback at A & M on the championship teams of 1939 and 1940, gravitated back to College Station after a conversation with another former Aggie in Miami, Florida, in 1945 when Pugh was still playing professional football. He had taken a beating that day, conceded to the friend he had enough, and agreed to return to College Station and go into business. They pooled resources and launched the yard in 1946. At that time, in view of his animal husbandry curriculum in school, Pugh admits that to him a stud was a stallion.

Six years and one ruinous fire later, as sole owner he was on the way to producing profitable home improvement and remodeling work in volume. But the idea of hiring a foreman and taking complete control and responsibility was not a singular idea. Pugh worked out a complete procedure for getting that business and he now sells the franchise to dealers — advertising mats and step by step operational procedure in black and white — under the copyrighted name of Doctor Fixit.

"Had to have a successful method of making a legitimate profit from the home improvement and remodeling business," he explains.

"When I got it all worked out and polished, dealers began hearing about my method. They began calling me long distance and coming to see me. So I decided, if it's that good, I'll copyright it and sell the franchise."

Shoemaker Heads OHI Board of Directors



PAUL B. SHOEMAKER, above, is the new president and chairman of the board of directors of *Operation Home Improvement*. He succeeded the late F. Stuart Fitzpatrick, construction staff officer of the Chamber of Commerce of the U. S. Shoemaker is vice-president in charge of sales of the Masonite Corp. and long a leader in intra-industry cooperation.

James F. Steiner of the U. S. Chamber of Commerce is vice-chairman and secretary of the OHI board of directors. H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., is treasurer.

Other members of the OHI board include Fred Hecht, Sears, Roebuck & Co.; Melvin Baker, National Gypsum Co.; John C. Dickerman, National Assn. of Home Builders; George Roscoe, National Electrical Contractors Assn., and A. J. Watt, U. S. Gypsum Co.

A special advertising and editorial section on "How to Improve Your Home" will be published in a late September issue of *Saturday Evening Post*, according to OHI Executive Director John R. Doscher. He explained that September has been chosen to stimulate remodeling in the fall and winter when dealers, contractors, and other industry factors are less busy and can handle home improvement jobs more readily.

Homes 9% Larger Now

Because public taste and means have gone to bigger and bigger new homes in recent years, a national magazine has outgrown its name.

Published for 19 years as *Small Homes Guide*, the magazine has been renamed *New Homes Guide*.

The editors cite figures showing that American homes built today are 9 per cent larger than those built in 1952. The typical home built for sale in 1955 had 1,290 square feet of floor space as compared to 1,188 in 1952.

It was pointed out that when *Small Homes Guide* was started in 1936, about the only home anyone could afford was a small one, and because of material scarcities during and following World War II, new homes were still built small.

Traveling Show Boosts 'ACTION' Campaign

ACTION—the American Council to Improve Our Neighborhoods—has announced that *Life* magazine will sponsor a traveling wide-screen show to further interest in the national campaign for better homes and communities.

The show, which is still in preparation, will be carried to 75 cities in 10 states. The show is expected to be put on the road in October and will travel throughout 1957.

Called "Our Living Future," the show will be sponsored by representative groups in each city and will be used to focus community attention on local problems.

New Stanley Division, Personnel Changes Made

The Stanley Works, New Britain, Conn., has formed a separate division for sales of its hardware lines, to be known as the Stanley Hardware Division. The move is part of the Stanley organization's long-range program of separating various phases of its operations, as Stanley Tools has been for years.

President John C. Cairns said the program was designed to clarify the company's operations and improve service to customers.

Russell J. Willoughby has been elected vice-president in charge of Stanley Hardware, and C. Kenneth Freedell, vice-president in charge of Stanley Tools, in connection with the organizational changes.

The board of directors also announced two new positions — two vice-presidents for divisional administration. Hoyt C. Pease and Henry V. Pelton, vice-presidents of the company, fill these positions. Their duties are to assist the executive vice-president, W. Ronald Morse.

Charles L. Lohmeyer was appointed general sales manager of Stanley Tools, the post formerly held by Freedell.



Early American with Modern Conveniences

* The current popular appeal of the Early American theme — plus all conveniences of modern living — makes this plan a best seller. The exterior design almost invites use of Early American furniture inside.

The white fence is accented by the dark shingled wall behind it. The door at the rear of the carport leads directly into the kitchen, so that muddy feet can by-pass the front entry, which is to the right

of the covered walkway leading from the carport.

All rooms are easily accessible, and the living room is entered only when necessary.

The living room is especially suited for various furniture arrangements, with two solid walls and with windows consuming most of a third wall.

The large, 10-by-15-foot master bedroom has a built-in vanity between the two closets. It also has

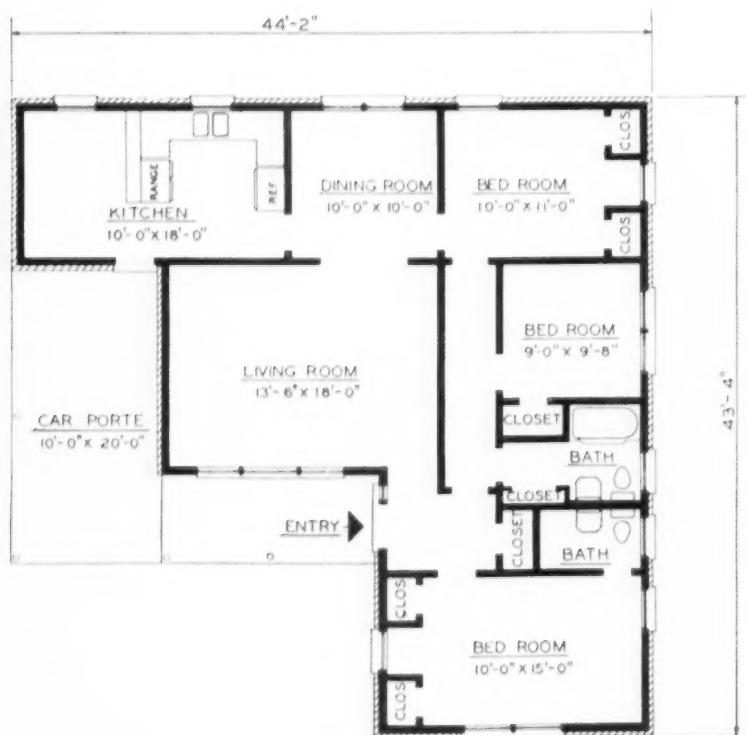
a private half bath, into which a shower might be fitted by cutting down on the coat closet serving the entry.

The larger bathroom serves the other two bedrooms and rest of the house.

Another popular feature of this plan is the separate dining room, with a large entry into the living room that gives a feeling of greater space.

The U-shaped kitchen is adjacent to a room that could be used as a breakfast room, utility area, or playroom for children.

The house has 1,382 square feet of floor space; the carport, 203, and the front porch or covered walkway, 88.



PLANS IN THIS SERIES can be obtained for \$10 for the first set, \$5 for the second set, or five sets with specifications and material lists for \$25. Send check with your order to Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 8, Ga.

We'll put you on the cover!



FREE ... your own personalized direct mail program
...when you become a Kaiser Aluminum Farm Roofing Dealer!

YES, you (and your store) will be the cover-man on each one of these direct mail pieces when you become a Kaiser Aluminum Farm Roofing Dealer! All mailers in the series will include a timely newsletter of special

interest to farmers. You just provide a mailing list of selected customers. We do the rest, providing postage and all printing and mailing. *No charge to you!* And you reach your best prospects, right in your own backyard!

PLUS this hard-hitting dealer support!

National and local advertising! Appearing consistently in big consumer and farm magazines like *Farm Journal*,

Progressive Farmer and *Successful Farming*. Also ads in local newspapers and local radio commercials!



FREE! Display Rack and farm building plans!

Eleven plans (most feature low-cost, pole type construction) show your customers how easy it is to build with Kaiser Aluminum Farm Roofing. Complete set plus the sturdy, wire-frame display rack *free!* Rack fits on counter or wall... permits fast customer selection.

Put this powerful promotion to work with the big sales advantages of Kaiser Aluminum Roofing... the modern roofing that's light, strong, easy-to-handle, rot-proof and forever rust-free.

MAIL THIS COUPON TODAY!

Kaiser Aluminum & Chemical Sales, Inc.
Consumer Service Division, Room 6582
1924 Broadway, Oakland 12, California

Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Kaiser Aluminum

The quality roofing for better farm buildings

STRICTLY WHOLESALE

NEW YORK, N. Y.: The president of the **United States Plywood Corp.**, S. W. Antoville, recently conferred service awards on four executives. R. P. Fulwiler, general manager of the Algoma, Wis., branch, has been with the firm 30 years; F. W. Zander, assistant treasurer and credit manager, 15 years; and C. B. Blackburn, Washington, D. C., branch warehouse manager, and Walter Kent, advertising display manager in New York, 10 years.

LOUISVILLE, KY.: **Wimsatt Brothers, Inc.**, has added bonded mat products made by the L.O.F. Glass Fibers Co. to its lines of materials distributed to dealers in the Louisville area.

KANSAS CITY, MO.: New distributor in this area for L.O.F.'s bonded mat products is the **May Material Co.**

MEMPHIS, TENN.: **Central Woodwork, Inc.**, sash and door jobbers, held a barbecue dinner recently for its dealers in this vicinity. The dinner was served in the warehouse, and displays of materials handled by Central Woodwork were arranged for prominent showing.

TOLEDO, OHIO: The L.O.F. Glass Fibers Co. has appointed several new Southern and Southwestern distributors for its home insulation products. They include **Gulf Atlantic Supply, Inc.**, Orlando, Fla.; **Henges Co.**, Kansas City, Kan., and **Dealers Service and Supply Co.**, St. Louis, Mo.

MEMPHIS, TENN.: The **Lumbermen's Club of Memphis** held its 30th annual golf tournament recently. This tournament has been held for over 30 years. Prize winners included A. C. Jones, highest score (161); Roy Moore, guest, lowest score (77); and President John Silk, fewest putts (28).

CHARLOTTE, N. C.: **Le Stourgeon Distributing Co.** has been named distributor for the built-in wall air-conditioner line of the Lewyt Air Conditioner Corp.

HARLINGEN, TEX.: Curt H. Brandenstein has been made a sales representative for the **Kelley Manufacturing Co.** in its steel warehouse division. He formerly was an industrial sales representative for Kelley in the Houston area.

SAN ANTONIO, TEX.: **Huffaker's, Inc.**, builders hardware distributors in the Southwest, have moved into a new 10,000-square-foot building at 145 East Zavalla here. Raymond H. Stahl is president. Leon C. Arnn is vice-president and general manager.



Ruel Weddington leafs through a model millwork catalog after his election as president of the Southern Sash and Door Jobbers Assn. at the annual meeting in Memphis, Tenn., last month. He is president of Wm. Cameron & Co., which operates a chain of wholesale warehouses throughout Texas from Waco headquarters. Seated with Weddington is J. W. (Bill) Zuber of Atlanta, Ga., new vice-president of the jobber organization. Looking on over the shoulders are James M. Green of Orangeburg, S. C., left, retiring president, and Thomas Birchfield, secretary-treasurer. SSDJA offices are in Memphis.

Dixie Jobbers Briefed on OHI Bonanza, Catalogs and Unloading Equipment

THIS YEAR can be one of the building industry's best if suppliers give full support to *Operation Home Improvement*, insist upon high standard materials, and give more care to the proper selection and training of sales personnel.

That encouraging picture was painted for members of the Southern Sash and Door Jobbers Association at the group's 21st annual membership meeting at Hotel Peabody in Memphis, Tenn., June 11-12. The meeting attracted a record turnout of more than 360 members and guests.

Highlighting the program were three jobber forums at a "Business Know-How Session." Appearing on a panel leading a discussion of millwork catalogs were J. Reese Jones Jr., Victoria Sash & Door Co., Inc., Shreveport, La.; Harold McNabb, Wm. Cameron & Co., Waco, Tex., and T. L. Vincent, Binswanger & Co., Inc., Macon, Ga.

The panel stressed use of the millwork catalog as a sales tool and advertising medium. Line drawings were recommended for most effec-

tive illustrations. The multilith printing process also was recommended. Discussion brought out that many SSDJA members publish net prices while others print list prices. An SSDJA survey found that 78 of the 82 members reporting use looseleaf catalogs, and six use bound copies. The standard size catalog was preferred by 69 members, largely because expensive advertising material from manufacturers can be inserted. Pocket-size catalogs were preferred by five, while eight others had other preference.

Dealers in most cases make the price sheet insertions themselves to keep up with changes. Jobber salesmen help make the insertions in about 30 per cent of the cases, the panel explained.

Attracting much interest was the forum on car unloading and materials handling. On the panel were C. S. Forsberg Jr., Building Supplies Corp., Norfolk, Va.; R. C. Slack, A. H. Ramsey and Sons, Inc., Miami, Fla., and J. W. Zuber, Zuber Lumber Co., Atlanta.

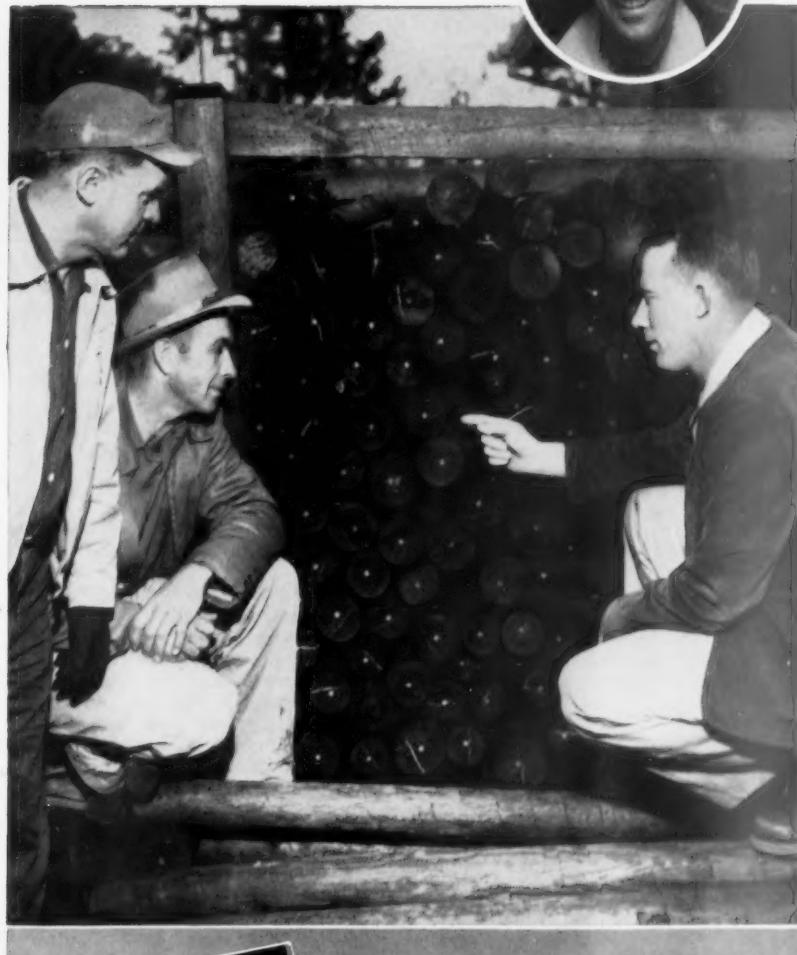
Zuber reported his plant is almost

"Our business has increased by leaps and bounds"

says **Carl S. Bevis, Manager**
Farmers Mutual Exchange
Madison, Florida



"The volume of our business has increased every year since we were organized in 1948. Since we added creosoted fence materials in 1951, it has developed by leaps and bounds. Creosoted fence posts have a good margin of profit and are some of the most profitable items we sell."



Behind every good business report like this, there must be a large group of satisfied customers. Many local farmers, like R. M. Moore and E. F. Almand, Lee, Florida (shown here with Mr. Bevis), come to Farmers Mutual for their wooden posts and poles. "By offering farmers the best merchandise at the lowest price, quality considered," explains Mr. Bevis, "we have built what we think is an excellent customer relationship. If a farmer buys a 40-cent fence post from us, that means that the cost during a 25-year period will average out about one-and-one-half cents a year. That's a sound investment and offers him the chance to save, because he would otherwise have to spend money every 5 to 7 years to replace untreated posts. Our sales of pressure-creosoted fence posts vary from a few posts to a small farmer to our largest order—5000 fence posts for a fruit farm near Madison."



**Agricultural Extension
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.**



I am interested in promoting pressure-creosoted products in my area. Please have a treater contact me about your merchandising program.

Name _____

Address _____

City _____

State _____

UNITED STATES STEEL

100-per-cent mechanized, with all operations on one floor. Rail cars are unloaded with lift trucks at the warehouse. Truck-loading wells permit direct truck loading. He reported glass is received on pallets and that cars can be unloaded in a matter of minutes, with no trash problem. He admitted, however, that use of lift trucks for high stacking results in some damage to merchandise, especially with inexperienced help.

Forsberg, whose plant uses little mechanization, advised members to figure their warehouse needs carefully if planning a new building. He told of the careful planning and success of a Norfolk competitor in building a new warehouse with a resultant speeding of car unloading and stocking.

Slack reported the saving of 25 man-hours in the unloading of a car of plywood with the use of fork lifts. He said, however, his company had found it impractical to use lift trucks in unloading can-type trucks. He also reported some damage to merchandise by using lift trucks. He said his company had converted to electric lift trucks after starting with gas units. He said electric trucks were easier to start on chilly mornings and eliminate gas fumes, soot, and dust damage to some merchandise.

The third panel discussed the leasing of delivery equipment as compared with outright ownership. On this panel were B. W. Harper, New Orleans Sash & Door Co., Inc., New Orleans; Marvin L. Miller, Miller Millwork Corp., Charlotte, N. C., and Carter Wood, Maynard Sash & Door Co., Amarillo, Texas.

The panel discussion emphasized that by leasing delivery equipment, the firm can get into business without having to possess a lot of know-how in trucking operations and maintenance; capital is freed for other uses; expenses are controlled by a definite cost ceiling where it is difficult to determine the cost per mile with company-owned equipment.

Also considered important was the releasing of supervisory personnel for other duties, instead of worrying with maintenance of the truck fleet. Elimination of natural loss or waste of oil, gas, tubes, etc., also was stressed. Flexibility of a fleet under lease was considered highly valuable.

The discussion brought out that the cost of leasing equipment, however, can run 10 or 15 per cent higher than outright ownership operation. Declaring his firm "owns no trucks or cars and doesn't want to own any," Harper said he believes the advantages of leasing equipment far outweigh the small additional cost — "if it does cost more."

Tempo of the meeting was set by Edward F. Longinotti, senior vice-president of Union Planters National Bank, Memphis, who emphasized the

FERGUSON WINS HUTTIG SALESMAN AWARD



Ralph Ferguson, center, received the Huttig Sash and Door Co.'s Distinguished Salesman Award at a St. Louis (Mo.) Sales Executive Assn. banquet recently. Ferguson is associated with the Birmingham Sash and Door Co., Huttig branch office. He rose to the position of outstanding salesman after only four years in sales work. After losing an arm during World War II, he took a job as a shop mechanic with Huttig in 1949, following graduation from Washington University. His great popularity won him a promotion to the sales department in 1952. He lives with his wife and five children in Columbus, Ga.

opportunity afforded by *Operation Home Improvement*. "Ten million new homes have been built in the United States since 1945 — but the nation's old dwellings are decaying so rapidly that they present a serious national problem," he declared.

"Housing is the nation's biggest fixed investment (250 billion dollars) — and the most shamefully neglected. Of every 10 American non-farm homes, one is a slum, four need repairs, and the other five always stand in need of at least routine annual maintenance. Five million dwellings are slums today in spite of all current efforts toward prevention and eradication.

"There's no room for complacency — your industry has a big job to do in changing the direction of consumer spending back into the home. Last year, consumer credit outstanding increased by 6.1 billion dollars — double the average increase of three billions of earlier post-war years. But last year, for the second consecutive year, outstanding home repair and modernization loans remained the same."

Longinotti emphasized that banks stand ready and able to help the industry and the home-owner with FHA Title I loans and loans of similar type. He urged SSDJA members to back the coast-to-coast *Operation Home Improvement* program to divert a larger share of disposable consumer income into home-modernization channels. He termed the

OHI program a "365-day Santa Claus."

Gerald T. Owens, Memphis sales management consultant, told members their problem "is not how much we can produce to sell, but to see how much we can sell that we produce." He said the key problem is one of personnel and advised the jobbers to select better qualified salesmen and to train them more thoroughly. He urged the use of special aptitude tests in selecting new employees.

W. E. Difford, managing director of the Douglas Fir Plywood Assn., Tacoma, Wash., urged SSDJA members to demand quality in plywood. Much of his discussion, illustrated with slides, concerned "white speck" or dry rot prevalent in many low grades of plywood. He said tests have shown that the rot, caused by a fungus, lowers the strength of plywood, and is causing a problem on many construction projects.

Urging more promotion of plywood by jobbers and lumber dealers, Difford declared surveys indicate plywood already is the second most profitable line for lumber dealers and that consumption will double again by 1975. More than 96 per cent of the nation's 35,000 lumber dealers are stocking plywood, he observed. The plywood industry is now furnishing plans for homes that specify from 3,000 to 4,000 feet of plywood, he added.

President James M. Green report-

VENT-A-WALL ... first choice FOR THE HOMES of America

Here are Window Units
That Meet Every Need



Versatility of design and suitability for multi-combination grouping make removable VENT-A-WALL wood window units the ideal choice for homes of every type. VENT-A-WALLS appeal strongly to architects, contractors and home builders because of advanced construction features. Modern styling plus the fact that the sash is completely removable from the frame thereby reducing breakage and saving precious construction time, give VENT-A-WALLS sellability that is unmatched by any other similar type of window unit.



Merchandisers also have the strong advantage of our complete line of modern window units that meet all special and general needs. This line includes our famous LIF-T-LOX, the beautifully balanced unit with sash that lifts out entirely for easy cleaning and can be raised or lowered by easy finger pressure. For more profit in 1956 we invite you to ask for details about our merchandising plan today—without obligation, of course.

MW *Distributors*
MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES
Rocky Mount, Virginia
Formerly Known as R.O.W. Distributors

ed the year as one of the association's best and urged that the Southern Sash and Door Jobbers Assn. continue its program of advertising promotion.

"We must think of ourselves as building-material merchants. The day is here when we must do more merchandising," he warned.

Comprehensive Survey to Cover '56 Housing

The most comprehensive study every undertaken of the physical characteristics of new housing is now being conducted by the Bureau of Labor Statistics of the U. S. Department of Labor.

Sponsored by the Producers Council, the study will sample up to 45,000 homes started during the first quarter of 1956.

The survey will provide information on the style and type of houses, number of square feet of floor space, number of bedrooms and baths, number of basements or utility rooms, how houses are being heated, what types of kitchen equipment and other equipment are being provided, construction cost, and types of materials used.

New SSDJA Officers and Directors Named

At the 21st annual meeting of the Southern Sash and Door Jobbers Assn. in Memphis on June 12, Ruel Wedington of Waco was elected president to succeed James M. Green of Orangeburg, S. C. Wedington heads the Wm. Cameron & Co., which operates wholesale warehouses in 18 Texas cities and another in Altus, Okla.

J. W. (Bill) Zuber of Atlanta, Ga., was elected vice-president. He succeeded David P. Steves of San Angelo, Tex. Thomas Birchfield, Memphis continues as secretary-treasurer.

Elected to the board of directors were: J. R. Druhan, McPhillips Manufacturing Co., Inc., Mobile, Ala.; Wilbur R. Davis Jr., Krauss Bros. Lumber Corp., Tampa, Fla.; T. L. Vincent, Binswanger & Co., Inc., Macon, Ga.; Charles R. McKee, Gulf States Plywood Co., New Orleans; Earl Houston, Central Wholesale Co., Inc., Shreveport, La.; Tom Corddry, Morgan Millwork Co., Baltimore; Ralph R. Smith, Beckers Builders Supply Co., Wilmington, N. C.; Milton P. Schaefer, Central Woodwork, Inc., Memphis; Wallace F. Green, Nashville Sash & Door Co., Nashville, Tenn., and P. L. Ullom, Sweetwater Sash & Door Co., Sweetwater, Tex.

Hold-over members of the SSDJA board include W. J. Baldwin Jr., Jacksonville, Fla.; Joe Davidson,

Lake Charles, La.; M. C. Davidson and Herman Detering, Houston, Tex.; R. T. Edwards, Atlanta, Ga.; B. J. Wheless and J. Reese Jones Jr., Shreveport, La.; R. S. Kennedy, McAlester, Okla., Wayne Lowery, Memphis, Tenn.; Harold McNabb, Waco; Sam Bell Steves and Ellis M. Wilson Jr., San Antonio, Tex.; B. K. T. Casey, Jackson, Miss.; D. K. Covington Jr., Baltimore, Md.; Dan E. Hardy, Oklahoma City; Kenneth C. Johnson, Little Rock, Ark.; W. S. Miller Sr., Norfolk, Va.; John W. Rourk, Orlando, Fla., and Merritt Sutherland, Hopkinsville, Ky.

Weyerhaeuser to Open Louisville Dist. Yard

The Weyerhaeuser Sales Co. will open a combined lumber and building materials distribution yard in Louisville, Ky., about October 1. This firm's first such facility in the South, the yard will be located at the Southern city limit of Louisville near the intersection of the new Watterson east-west inner belt highway and the new north-south expressway.

The Weyerhaeuser Timber Co. will construct the new 40,000-square foot warehouse. It will have 10,000 square feet of covered loading docks on both sides. An open lumber shed will provide 11,000 square feet of storage space.

By warehousing broad lines of panel materials, insulation, millwork and other related products, along with a complete stock of Weyerhaeuser kiln-dried lumber, the yard will afford retail dealers throughout the growing Louisville trading area with a one-stop efficient source of building materials, General Manager R. S. Douglas explained.

He said his firm would maintain its long-standing policy of shipping the bulk of its lumber from mills direct to dealers throughout the nation.

Fischer Firm in Memphis Marks 50th Birthday

Fifty years of progress and service by the Fischer Lime and Cement Co., which "has always been and still is a Memphis-owned institution," are recorded in photographs, drawings, and type in the April issue of *The Construction Times*, monthly Mid-South industry publication.

The Fischer firm was founded on January 1, 1906, "in an unused cotton compress warehouse," by the late W. W. Fischer and W. N. Fry Sr.

This company now handles all building materials except lumber. At present they represent over 200

building material manufacturers, selling retail in Memphis and wholesale throughout the Mid-South. Fischer has a wholesale branch warehouse in North Little Rock, Ark.

Fischer subsidiaries now include the Fischer Steel Corp. with branches in Memphis, Little Rock, and Paducah, Ky.; Lumbermen's Supply Co. in Jackson, Miss., and the Concrete Products Corp. and Southern Ezy-Mix Co. in Memphis.

Executive officers of the Fischer Lime and Cement Co. now are W. N. Fry Jr., president, and W. S. Walters, executive vice-president. Fry and the wife of Walters are the twin children of the senior W. N. Frys.

Armstrong's Macon Plant Is More Than Doubled

The Armstrong Cork Co. has put into operation its expanded facilities at the Macon, Ga., plant to produce Temlok fiberboard products.

The capacity of the original Armstrong fiberboard plant at Macon, which was completed in 1948, has been more than doubled so that it will be one of the largest in the world.

H. R. Peck, vice-president and general manager of Armstrong building material operations, announced that the plant will concentrate first on production of products that are in the shortest supply.



A. (DICK) SCHNEIDER has been appointed representative in Texas for the A and F Tileboard Co., Alexandria, La. He replaced David B. Singleton, who now manages industrial sales. Schneider formerly was with the Egy Register Co., Fram Corp., and Arthur J. Garvin Press.



KELLEY

Formed Goods

■ Building Shapes ■ Roof Edges



► Kelley packaged formed steel shapes are designed by men who know how the piece will be used, and who know what is expected of it. Kelley's long experience supplying builders through dealers has given the background to design and to build shapes that do the job, are easy to use, and are economical to use. Kelley eave strip and forms for asbestos siding are made right and are made to sell. They're packaged for easy handling with less damage in shipping and storage.

As in all metal products, Kelley worked to help the dealer keep his inventory low. Good products, fast delivery, and fair dealing are reasons why more and more dealers are turning to the Kelley man.

Kelley

MANUFACTURING COMPANY

4800 CLINTON DRIVE — HOUSTON

134 Ellis Bean St. — San Antonio

9100 Ambassador Row — Brook Hollow Industrial District — Dallas

ASSOCIATION ACTIVITIES



FOR SPENCER'S "MERITORIOUS SERVICE"

In appreciation of his "faithful and meritorious service" as the District 2 (solid South) member of the Executive Committee of the National Retail Lumber Dealers Assn. during 1953-55, W. T. Spencer of Gastonia, N. C., was presented a pair of sterling silver candelabra and an engraved plaque at the recent NRLDA board meeting in Washington, D. C. The gifts from their District 2 associates were presented to Spencer, right, by Don A. Campbell, Kentucky association official, left. Mrs. Spencer is between the men, who both have long served NRLDA and their state associations well.

Texas Convention Set in Dallas April 14-16

The 71st annual convention and builders show of the Lumbermen's Assn. of Texas will be held in Dallas, April 14-16, 1957, according to Executive Vice-President Gene Ebersole.

The Texas dealers will be the first to use the entire facilities of the new Civic Center in Dallas, where the builders show will fill the mammoth new auditorium. It is within walking distance of all main Dallas hotels. They include the new Statler Hilton, where association functions will be held.

Hotel reservations are to be made direct by all dealers and suppliers. The main hotels include the Baker, Adolphus, White Plaza, Southland, Whitmore, Dallas, and Travis.

Georgia Dealers Elect District Officers

Comprised of dealers in northwest Georgia, the Knot Hole Club elected new officers at a May 15 meeting in Doc's Restaurant near Cartersville. Willingham Smith Sr.

of Rome succeeded Harold Storey as president.

Other Knot Hole Club officers are Clarence Lee of Dallas, vice-president, and Fred Knight of Cartersville, secretary-treasurer.

This group enjoyed a barbecue outing at Richard's lake in Carrollton on June 12. The dealers went on a tour of the hardwood flooring plant of the Richards Lumber Co. before the social hour.

New officers of the B and Better Club, composed of dealers in northeast Georgia, include Ray Ramseur of Lawrenceville, president; Hubert Deaton Jr. of Gainesville, vice-president; and George Williams of Athens, secretary-treasurer. Ramseur succeeded Gabe Jarrard of Monroe.

Florida Insurance Group Names Advisory Board

Subscribers to the Florida Building Material Insurance Exchange on April 21 elected Francis J. Igou chairman and John Rourk vice-chairman of the advisory board.

Igou is with the Central Florida Lumber and Supply Co., Orlando, and Rourk is with Timber Products

Co., Orlando wholesalers.

Other members include D. B. Alexander, Mitchell and Alexander, Daytona Beach; T. L. Gilmer, West Coast Lumber Co., Sarasota; F. F. Holland, Holland Lumber Co., Panama City; Edward R. Culp, Culp Lumber Co., Tampa; R. D. Morris, Carolina Lumber Co., Jacksonville; R. C. Tylander, Tylanders, Inc., West Palm Beach, and D. V. Renhart, Renhart Lumber Yards, Inc., Coral Gables.

Marie Bennett, secretary of the Florida Lumber and Millwork Assn., which sponsors the insurance exchange, is also a board member. She urged any association member who is not a subscriber to the exchange's services to contact one of the above board members to get full details on advantages of the service, and the increasing advantages to all subscribers as the list grows.



M. L. Mapes Joins Staff of Southwestern Assn.

The Southwestern Lumbermen's Assn. has appointed a new regional manager to serve members in Missouri, eastern Kansas, and eastern Arkansas.

He is M. L. (Bud) Mapes, who works out of Kansas City, Mo. Dealers in the area he covers will be kept in closer touch with the association's services and activities, according to Executive Vice-President G. Kenneth Milliken.

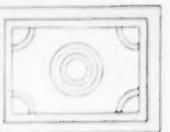
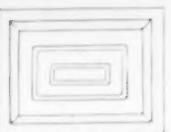
SLA members in Oklahoma, western and central Kansas, and western and central Arkansas are served by another regional manager, Gene Sheid of Oklahoma City.



THE
ROCK ISLAND
"Combination"
STYLDOR
is inviting
wherever
you see it

Your sales figures will look inviting, too, when you sell the strikingly different Rock Island "Combination" STYLDOR.

If not available from your distributor, write or call our **FACTORY DIVISION** for the name of your nearest source of supply.



Sash Panel

Screen Panel

Screened-Louver Panel

Ornamented, Raised, Solid W.P.P. Panels

Consumer literature available

FACTORY DIVISION

RIMCO MILLWORK COMPANY

ROCK ISLAND,

ILLINOIS

Manufacturers of RIMCO Uni-Vent, Uni-View, Uni-Glide, Uni-Slide, Casement, Utility & Basement Weatherstripped Wood Window Units . . . Styldor . . . "Combination" Styldor . . . Combination Storm Sash & Screen Units . . . Garage Doors . . . Plus, a Complete Line of Stock W.P.P. Millwork.

SILENT SALESMEN

PROMOTES OHI

In response to numerous suggestions, the National Retail Lumber Dealers Assn. has prepared for its dealer-members a series of three two-color folders, suitable for hand-out or direct-mail promotion of *Operation Home Improvement*.

The front of one folder carries the message, "Keep Your Home Up-to-Date." Space is provided below for the dealer's name and address. Inside, the folder contains a check list of 17 ideas for improving or repairing a home. It also lists reasons why "it pays to modernize."

Titles for the other two leaflets are "Have a New Home at the Same Address" and "Give Your Home a New Look."

Contact: National Retail Lumber Dealers Assn., 302 Ring Building, 18th and M Streets N. W., Washington 6, D. C.

SLIDING DOOR HARDWARE

A compact display rack, requiring only 16" x 24" floor space, is available for Acme sliding door hardware.

The unit holds several of the packaged sets. A miniature working model of the hardware permits the customer to see how by-passing doors work smoothly with this hardware. A "take one" rack offers free literature.

The Acme unit is supplied free to dealers with an order for 36 assorted packaged sets of the Dualine or Acme Series 8000 hardware.

Contact: Acme Appliance Manufacturing Co., Dept. SBS, 35 South Raymond Avenue, Pasadena, Calif.



D-I-Y LEGS DISPLAY

To help dealers sell Peg-Leg wooden legs for Do-It-Yourself projects, the manufacturer offers an attractive display board 20" x 29" x 2" thick.

The board displays seven sizes of the legs, plus one leg attached to the metal plate that fits on the furniture.

Two metal plates are shown—one for slanted legs and one for vertical legs. The card lists suggested uses and prices.

Contact: Perry Furniture Co., Dept. SBS, 507 Monroe Avenue, Grand Rapids, Mich.

GRADING RED CEDAR

New grading and bundling specifications for Western red cedar siding, which became effective earlier this year, are graphically illustrated in a brochure.

It pictures and describes characteristics that identify grades Clear, A, B, and Rustic. It also tells why Western red cedar is ideally suited for use on fine homes.

Contact: Western Red Cedar Lumber Assn., Dept. SBS, 4403 White-Henry-Stuart Building, Seattle 1, Wash.

POSTAGE METER SLUGS

In honor of National Home Week, September 15-23, postage meter slugs have been designed as reminders to customers. They are suitable for use by building material dealers, builders, architects, contractors, banks, and realtors.

Four different slugs are available.

Two slugs picture a house with "National Home Week . . ." and the date. One has "Better Homes for Better Living," while the other says "Parade of Homes." The two small slugs show a smaller house with reminders of the dates. One features "Parade of Homes" while the other has a blank space.

Contact: National Assn. of Home Builders, Dept. SBS, 1625 L Street N. W., Washington 6, D. C.

LU-RE-CO DESIGNS

Three new house plans for utilization of the Lu-Re-Co panel system of construction are available.

Plan WP-14-5, a conservative design, contains a living room with dining "L," kitchen, three bedrooms and 1½ baths. It has a separate breezeway between house and garage. An alternate arrangement is shown.

Plan WP-15-0 is a flat-roofed contemporary design. It features an open area that provides place for dining, living, and family rooms, with kitchen partitioned off. Three bedrooms, one bath, and place for storage of half-bath complete the plan.

Plan WP-16-3, designated "compact design," would fit nicely on a narrow lot or could be turned around for a wider lot. It features a living room, family room, small kitchen, three bedrooms, and two complete baths. It also features two patios, off the living and family rooms, accessible by sliding glass doors.

Contact: Lumber Dealers Research Council, 302 Ring Bldg., 18th and M Sts. N.W., Washington 6, D. C.



"STEPS TO SALES"

Shoeshoe-shaped advertising messages lead customers from the store front directly to the display of Johns-Manville products.

Supplied in pairs, the left foot identifies the product, the right foot carries a selling message. They are available for J-M Spintex insulation, Colorbestos sidewall shingles, Seal-

O-Matic asphalt shingles, and Terra-flex tile.

The "steps" are printed in eye-catching colors on varnished paper with an adhesive backing. They can be taken up for future use.

Contact: Johns-Manville, Dept. SBS, 22 East 40th Street, New York 16, N. Y.

'FAMILY ROOM' HOMES

"Family Room Homes" is a plan book with 120 designs that feature the increasingly popular family room. The plan book costs \$1.

This book shows designs for all types of houses, in a wide price range. Typical specialties included are dual fireplaces, sliding glass doors, and sheltered patios.

Blueprints are priced at \$35 and \$50.

Contact: Home Building Plan Service, Dept. SBS, 2454 N. E. Sandy Boulevard, Portland 12, Ore.



STIFF ALUMINUM NAILS

Why Drive-Rite aluminum nails are made stiffer to drive without bending is explained in an attractive blue-and-white brochure, accented with the silver shade of aluminum.

It tells how these nails are made from a special aluminum alloy after much research to perfect a product that eliminates some previous disadvantages of aluminum nails.

Contact: Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass.

D-I-Y PROJECT CALENDARS

Calendars featuring week-end project workshop projects are available to Masonite dealers.

Imprinted with the dealer's name, the 12-sheet calendars for 1957 feature plans designed not only to sell Masonite hardboards but other products sold by lumber dealers. They include a dog kennel, fences,

MR. BUILDING SUPPLY DEALER FABRICATE ALUMINUM SCREENS and DOORS

the easy

Vulco

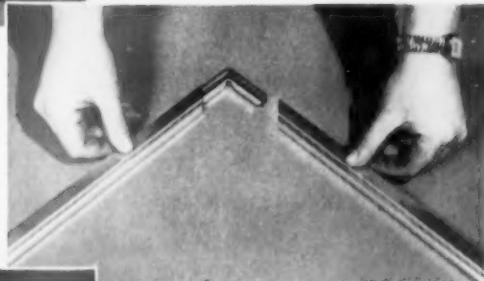
WAY

A Few Tools, a Few Component parts ... VULCO "Know-How" and YOU'RE IN BUSINESS! In slack seasons, switch your idle labor to fabricating VULCO Aluminum Screens and Doors.



Simple, electric saw
meters channel cor-
rectly, easily and
quickly — anyone can become
expert after a few tries.

Inserts are easily
placed in posi-
tion and presto!
a super-strong corner.



With screen wire in
position, roller locks
wire in frame; add
spline, and window screen or
door is complete.



Vulcan will set you up to
manufacture Aluminum
Screens and Storm Sash of
all types, Screen and other
doors. Vulcan sells no com-
plete units, only material for
fabrication.

A LEADER IN THE INDUSTRY SINCE 1945

MEMBER: NATIONAL ASSOCIATION OF MANUFACTURERS

BUY
FROM

QUALITY GUARANTEED MAIL COUPON TODAY

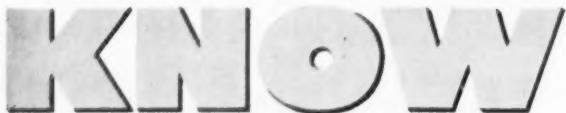
Vulcan
METAL PRODUCTS, Inc.
2801 6th Avenue, South
Birmingham, Ala.
NEVER your COMPETITOR

To: Vulcan Metal Products, Inc., Dept., SBS
2801 6th Avenue, South
Birmingham, Ala.

Please send me complete information about
VULCAN Quality Products and VULCAN
Service. No Obligation.

NAME _____
ADDRESS _____
CITY _____ STATE _____

BUILDING SUPPLY DEALERS



There are quick-turnover profits in

CARLON[®] PLASTIC PIPE



"CARLON'S a natural. Customers try it for one job, then come back for more to do other things. It sells itself!"



"CARLON'S do-it-yourself features makes it popular in my town. A screwdriver and a pocket knife, and they do a neat, quick job . . . then tell others about it."



"First plastic pipe I've ever had to re-order so fast. I even use CARLON pipe for sprinkling and draining my own property."

TAKE IT FROM EXPERIENCED AND SUCCESSFUL DEALERS!

The wide line of CARLON plastic pipe is a natural . . . a fast, high-profit seller! It has thousands of uses around your customers' homes, farms and cottages . . . for well-water, irrigation, stock-watering, lawn sprinkling, draining, sanitation . . . the list of uses is long.

The fact that installing lightweight CARLON is, literally, a "one-man job" makes it a popular item with thou-

sands of building supply dealers everywhere.

Remember to tell your customers: CARLON plastic pipe is GUARANTEED FOREVER against rust, rot and electrolytic corrosion! And that it's fully approved by the National Sanitation Foundation.

You can't sell a better, more profitable plastic pipe than Carlon. WRITE FOR FULL INFORMATION NOW!

Use these sales aids to help you SELL THE PIPE WITH THE STRIPE!



Modern, convenient DISPENSING RACK



Eye-catching FARM DISPLAY



COUNTER PACKAGE
of pipe and selected fittings



FLEXIBLE PIPE BROCHURE
with all the answers

CARLON PRODUCTS CORPORATION

10225 MEECH AVE., CLEVELAND 5, OHIO
WORLD'S LARGEST MANUFACTURER OF PLASTIC PIPE

closet, lavatory enclosure, room divider, sliding door panels and cabinets, folding screen divider, Christmas decorations, wall desk, workbench, tool rack, and 21 "one-hour" projects.

Contact: Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.

HOLDS MASON LINES

Brownie twisted nylon mason line now comes in a self-merchandising display box that holds up to six $\frac{1}{4}$ -pound tubes of the line, either in 4" or 6" tube size.

Printed in bright yellow, red, and black, the box lists these selling points: four times as strong as cotton; stretches straight without sagging; stretches farther and keeps elasticity; chalks much longer line; weatherproof; waterproof; not affected by gasoline, kerosene, oils, paints.

Contact: Brownell and Co., Inc., Dept. SBS, Moodus, Conn.

SHOWS MASONRY PAINT

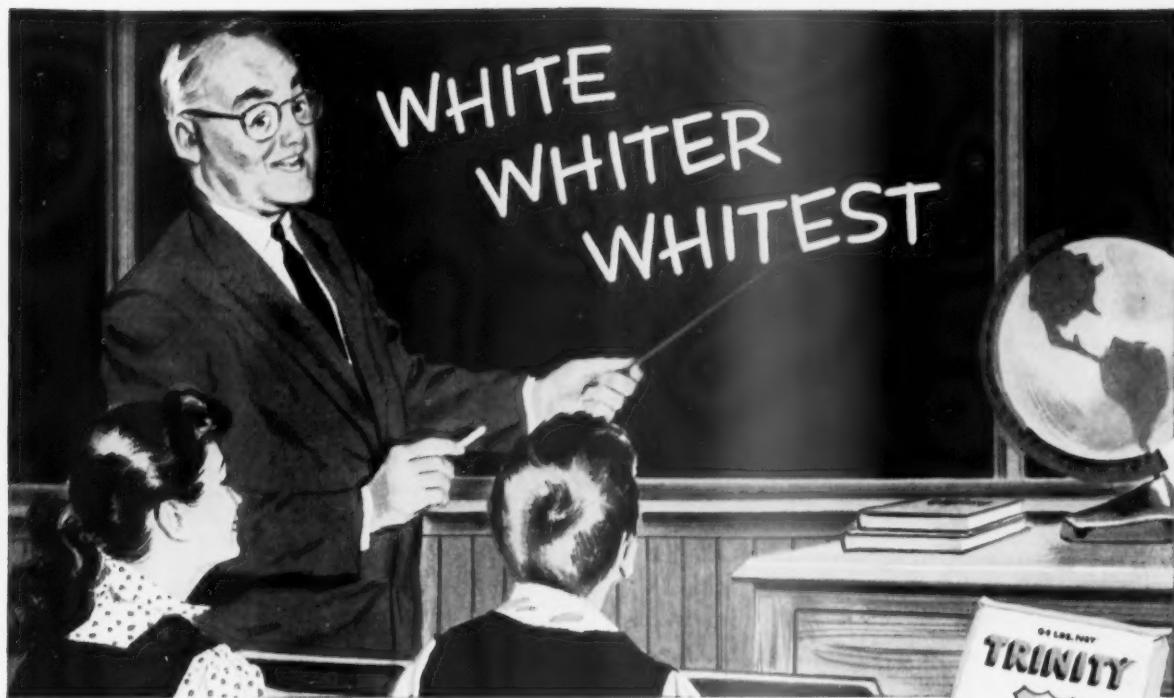
To demonstrate the effectiveness of Medusa masonry paints, this display shows that a porous block or fire-brick coated with the paint will float in water, while uncoated brick will sink.



The display invites the shopper to make the "floating block" test while in the store. Literature on the side of the display gives customers something to take home and emphasizes the sales points.

The display stands about 67" high. The unit includes everything but water for the bucket.

Contact: Medusa Masonry Paints, Dept. SBS, 1308 Court Square Building, Baltimore 2, Md.



TRINITY WHITE

a true portland cement meeting all Federal and ASTM specifications. Sell it for architectural concrete units, terrazzo, stucco, high light reflective purposes. This *whitest* white gives purest colors when used with pigments.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



... plain or waterproofed



Brighten Your Sales Picture



We also manufacture America's most outstanding Bath Enclosure in both the Custom and Rival Series... Write for full details

Buy the Brightest Anodized Aluminum Glass Wall Units with the Exclusive Chromalum Finish

- ALL DOORS BY-PASS
- WALL JAMBS ARE ADJUSTABLE
- FULL WALL JAMB FOR EACH OPENING
- NEWLY IMPROVED HANDLE AND LOCK
- TOP GUIDE CHANNEL PROVIDES DEFLECTION ADJUSTMENT
- GLAZING TIME CUT IN HALF *4 SCREWS DOES IT ALL
- COMPLETELY WEATHERSTRIPPED FOR CLIMATE COMFORT

K D KITS ONLY

All units are shipped K D in compact, easy to handle cartons. Frames are designed to take 3/16—7/32 crystal or 1/4 inch plate glass.

*pat. applied for



Sliding Door
MANUFACTURING COMPANY

2415 N.W. 75th Street, Miami, Florida • Phone PL 8-3314

JULY, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

D-I-Y STORE

(Continued from page 41)

legs, picture frames, and the complete paint department corner. Paints and supplies occupy most of the first long island fixture along with appliances and plumbing supplies.

All sorts of metal, plastic, glass, and wood housewares fill the

second island fixture. The third fixture shows more housewares, a complete assortment of screws, tools, and other hardware. The fourth fixture displays more tools for mechanics and handymen, and garden supplies.

Nails, bolts, screening, tin goods and tools in separate dispensers and displays form a fifth line through the store area.

The right wall is filled with displays of chain, yard and garden tools, fishing tackle and sporting

goods. Doors through this wall lead to the rest-rooms, stock room, and to stairs to the Building Material Department on the second floor. Here salesmen help customers with their material requirements and handle orders.

Offices of Pat Garner, owner-manager, President Rock Cummings, and Vice-President Butter Anderson are in this second-floor area. The rest of the floor is rented to petroleum, contracting, and insurance companies for offices.

The right front wing of the store displays a variety of kitchen appliances and cabinets. A handsome wall of crab orchard stone with planter box separates this department from the stock-room area. Other walls in the store, stairwells, halls, and offices are paneled in plywood.

Bryant Stallings is retail manager of the firm. He and Salesmen Horace Everett and W. B. Munns are usually in the store to help with selections and then to package and collect for the purchases at the front check-out counter at the entrance.

To the left of the entrance are counter displays of shelter magazines, "How To" books, tape, and carded toys. Behind the front center windows are seasonal displays—now of lawn mowers and outdoor wares.

A full-page ad in the Raleigh daily newspapers announced the grand opening of "Raleigh's first and one of Carolina's largest Do-It-Yourself Markets." It offered free prizes, pictured top personnel, and assured readers of "Plenty of Free Parking. It Doesn't Take You Long to Get Parked. It Doesn't Take You Long to Find What You Want. And We Guarantee Satisfaction."

Subsequent ads have plugged the convenient store hours of Southern Builder's Do-It-Yourself Market. They are from 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 9 p.m. Friday; and Saturday from 8 a.m. to 5 p.m.



Marlite Korelock®... tongue and groove hollow-core paneling that goes right over framing



Special tongue and groove joint provides fast, accurate fit, permits expansion and contraction. Tongues are pre-drilled for screw-type nails.



Exceptional strength of Korelock is obtained with two sheets of Masonite® Tempered Duolux® joined together with an interlocking hollow wood core.



Imagine . . . a completely finished, permanent wall in hours instead of days or weeks! That's the amazing story you can tell your customers with new Korelock panels. Korelock is nailed to studs, joists, or furring strips. No other backing is needed. The special tongue and groove joints make installation extremely simple, amazingly fast—save hours of time, dollars of labor! And you can recommend Korelock for both new construction or remodeling . . . home or business interiors!

Now with new Korelock plus Plank and Block and large Panels (in beautiful Loewy "Companion Colors," distinctive wood and marble patterns) Marlite is the complete line to increase your sales and profits. Call your Marlite representative or wholesaler today—or write Marlite Division of Masonite Corporation, Dept. 797, Dover, Ohio.

Marlite®

plastic-finished wall paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

Lumbermen Organize

Twenty-two lumber companies in the Shreveport, La., area have filed articles of incorporation to form the Caddo-Bossier Retail Lumber Dealers Assn.

The purpose of the new group is for better education and social fellowship. C. B. Wheeler, Louzan Lumber and Supply Co., was elected first president.

PONDEROSA PINE

(Continued from page 43)

(1 and 2 clear), C Select, and D Select.

B & Better, the highest recognized grade of the species, to all intents flawless, is used for finishing work of the highest order, including interior trim, siding, paneling, and cabinet work. It is in demand also for industrial uses where clear lumber in fairly large sizes is desired.

C Select also is suitable for the highest uses, particularly where entirely clear lumber is not required. It is especially suited to interior finish, including casing, base, built-in fixtures, partitions, wainscoting, cornices and other uses where small blemishes can easily be covered with paint.

D Select is for lower-quality trim and general finish work in moderate or low cost housing. It can be used to advantage for purposes requiring short length clear lumber or lumber of fairly good quality in window casing, cornices, frames, cupboards, shelving, mouldings, etc.

Common grades of ponderosa pine come from the part of the log where the knot types permit use of each piece as a whole. Size and quality of the knots in combination with other characteristics determine the grade. The common grades, in which are found the popular knotty pine paneling and siding that have won acclaim for the Western pines, represent a large percentage of the total production of ponderosa pine lumber.

The highest of five Common grades, No. 1, is marked by small, sound knots and is the highest grade of the species available for knotty paneling.

No. 2 Common is a very popular grade of all-around usefulness. Knots and other characteristics are similar to No. 1 but more pronounced. No. 2 is heavily used for concrete forms, top grade sheathing, barn siding, dressed and matched flooring, ceiling, siding, shelving, and exterior components of farm and factory buildings and medium priced homes.

There are three lower grades of Common, each characterized by knot and quality pattern, that to the experienced grader automatically places it in its class.

The vast bulk of the Common grade production is in one-inch

material, dressed to the standard 25/32" thickness.

Bevel siding of ponderosa pine is run from the Select grades and conforms pretty much to the quality classifications of the Selects, with the exception that an E grade is provided.

Dimension is graded for strength rather than appearance. Knot size is limited in relation to grade. The four grades are available in widths from 4 to 12 inches in 2-inch multiples and in lengths from 6

to 16 feet. Uses range from all the various components of light framing to cribbing, crating, Dunnage and bracing.

Factory grades of ponderosa pine are determined by the amount of clear cuttings of specified sizes obtainable in each piece. In four-quarter stock there are three grades with minimum sizes 9½ by 18 inches or 4 inches by 3 feet. This material is widely used for cabinet work.

Factory lumber five-quarter and

*Another good reason why it pays to be a **Dickey** Dealer*



**3000 miles of
Dickey Perma-Line®
sold in 1955 by Dickey Dealers**

Last year Dickey Dealers sold more than 16,000,000 feet of 4- and 6-inch Dickey Perma-Line clay sewer pipe . . . more than enough house sewer pipe to stretch from the Kansas City office to all of the Dickey plants. For the past five years the amount of pipe sold by Dickey Dealers has steadily increased. This growing acceptance of Dickey vitrified salt-glazed clay sewer pipe . . . and other lasting Dickey Products . . . has meant increased profits to thousands of Dickey Dealers everywhere.

Providing improved sanitation for better living

W. S. Dickey

CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary
Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

thicker is sorted into four grades — Factory Select or No. 3 Clear, No. 1 Shop, No. 2 Shop and No. 3 Shop.

All grades are produced in 5, 6, 7 and 8-quarter thicknesses, with even thicker stock available from some mills. Widths run 5 inches and wider and lengths from 6 feet up. Cuttings from Factory lumber are for stiles, muntins, bottom rails, top rails and sash. Two grades of cuttings are recognized: No. 1, free from defects on both sides except for one barely perceptible blemish; No. 2, per-

mitting minor imperfections of no consequence to the intended use.

The Western pines will accept and hold virtually every wood finish known. They can be colored or left natural. Paints, stains, or clear natural finishes take hold on them with equal dependability.

One of the fine points of the Western pines is the ease with which they are surfaced to a satiny smoothness. Planer knives and sanding give them a sheen, a "lustre you love to touch," and in turn this shine is a ready recipient for finishes.

Among dozens of promotional publications available from the Western Pine Association in Portland are several devoted to finishes for ponderosa and its companion woods. "Fine Finishes for Family Room Paneling and Woodwork" and "Fine Finishes for Kitchens" are examples of available publications on this subject. "Installing and Coloring Your Walls of Western Pine" is a booklet that includes a list of prepared treatments.

The industry-developed formula for preservative treatment of exterior millwork (with pentachlorophenol) leaves the wood as smooth, clear, and paintable as before treating.

Whatever the grade or size, ponderosa pine lumber is manufactured with a maximum of care, with precision of size a constant consideration. Proper seasoning has been an association-wide fetish for several decades.

A recent survey revealed that more than 90 per cent of Western pine region shipments leave the mill at a moisture content of 16 per cent or less.

Seasoning, of course, is finished before the lumber is served through surfacing and shaping machines. The product is trimmed, checked and rechecked, graded and regraded and finally stowed carefully in cars for fast shipment to the trade.

the point is
**ALL OF OUR
RESOURCES
are at your
service**

In addition to our own 12 sawmills,
TW&J are actively engaged
in the procurement and distribution
of all West Coast lumber products
and maintain buying offices in
producing areas to give the trade
complete one-call balanced
service.

For top quality lumber
and lumber products
look to — **TW&J**

TARTER, WEBSTER & JOHNSON, INC.
P.O. BOX 3498
San Francisco 19, California
PROspect 6-4200 Teletype SF 211

HOME INSULATION

(Continued from page 38)

would be a saving of 73.6% over no insulation, 8.8% over 2" insulation, and 25.4% over 1" insulation.

The economical thickness of insulation desired is based on the combination of material cost, labor cost, and fuel savings. Considering only material and labor costs, it costs 28 per cent more to install 3" rock-wool insulation than to install 2" insulation. For this 28-per-cent increase in cost we get 50 per cent more insulation.

The effectiveness of each extra inch of insulation is reduced, but the proportionate cost is fortunately less. The optimum insulation for lowest total cost may be 1 inch or it may be 6 inch, depending upon all factors involved.

In the same way that we consider the walls, we can calculate the efficiencies and economies of insulating the floor, ceiling, windows,

and other building components. We find that an uninsulated floor has a heat loss of about 12 BTU per sq. ft. per hr., whereas the same floor with 2 inches of insulation has a heat loss of about 3.5 BTU per sq. ft. per hr. Use of 1" insulation here would result in heat loss of 5.3 per sq. ft. per hr.

A ceiling that is uninsulated has a heat loss of 42 BTU per sq. ft. per hr. for a 70-degree design temperature differential (with outside temperature at zero and inside at 70 degrees). If we fill that ceiling with 3" insulation, the heat loss is 4.9 BTU per sq. ft. per hr. Use of 2" insulation would result in heat loss of 8.4 per sq. ft. per hr.

Thus you see that the adding of insulation to the normal exposed surfaces of a house greatly reduces the heat that can leak from inside out.

The windows of a house represent a large heat loss. In fact, after houses are insulated in the manner recommended as best practice today, 35 per cent of their remaining heat loss is through the windows. The use of storm windows or double glazing can cut the window heat loss as much as half. For this

reason, storm windows are commonly used in the colder Northern climate.

They are beginning to be used in the Southern states but more because of air conditioning than because of heating. In the same way that the heat loss is cut by using storm windows, the heat gain is reduced when using air conditioning.

In a similar manner, insulation in the walls, ceilings, and floors reduces the size of the air conditioner required and the costs of air conditioning. (Next month we will feature an article on the use of insulation and other factors in weatherproofing a home for efficient use of an air conditioner, citing findings of the scientifically-measured air-conditioned village project in Austin, Texas.)

Because of the above facts, insulation in a new house is not just an expense — it pays for itself in reduced costs of heating equipment or air-conditioning equipment, and in operating costs. Here's proof:

I recently calculated the cost of heating equipment for a six-room house using electric heating and without insulation. Then I calcu-

lated the cost of insulating that house and buying the heating equipment.

I found that it was actually cheaper to purchase the heating equipment and the insulation and install it than it was to purchase the heating equipment alone for the uninsulated house! Not only was it less expensive to insulate the house but the operating cost of the insulated house was just one-third of what it would be for the uninsulated house. In working out the costs of insulation, I found with most types of fuels used that the saving in heating costs would pay for the insulation in five years — or less.

A common error in the installation of insulation is to omit the vapor barrier. Air contains some water in a vaporous state. If the air is cooled to the dew point, this water vapor will condense as dew or rain.

When your house is heated in cold weather, the dew point will exist somewhere within the wall. This means that any water vapor traveling from inside the house toward the outside will condense within the walls. This is not good.

MANUFACTURERS AND WHOLESALERS OF WINDOW UNITS

build these plus-value screens *yourself!*



UNI-TEMP
UNIFORM TEMPERATURE

Aluminum
Screens

ADD BEAUTY
LONGER LIFE
LESS UPKEEP

CHANNELS



CORNERS

HARDWARE

Uni-Temp Service to you
is FAST . . COMPLETE

You can depend on fast shipment from our complete stocks of every item you need. We'll help you set up operations and train your employees, too. Write for details and 1956 Parts Catalog.

UNI-TEMP
UNIFORM TEMPERATURE

PRODUCTS, INC.

McPHERSON 1, KANSAS

Send me your 1956 Parts Catalog and details of your proposal.
We are () are not () building aluminum screens at present.

NAME _____

ADDRESS _____

CITY AND STATE _____

(Continued from page 83)

People used to say that insulation drew moisture and kept the walls wet, rotting the wood. It was not the insulation drawing the water but the condensing of water vapor in the walls that caused the trouble. The vapor barrier is the device to prevent this.

Vapor barriers are materials such as aluminum foil, polyethylene film, specially treated paper, etc., that will not permit the water vapor to pass through them. If the vapor can not get through walls,

it can not condense in them!

Many manufacturers now are incorporating foil or other vapor barriers in their batts or blankets of fibrous insulation. This helps their products to serve the dual function of insulation and vapor barrier.

Vapor barriers should always be installed toward the heated side of the construction. The outside (cold) walls should pass water five times as freely as the vapor barrier so that any vapor in the wall may escape harmlessly to the outside.

Any holes that may be made in

the barrier while it is being installed should be repaired by taping the tear together.

Insulation is marked and the manufacturer's instructions should be followed. Figure 2 shows a proper method of wall installation.

It has been proven that the major heat loss from concrete floors is edge loss. For this reason you seldom see concrete floors insulated below the slab. For the same reason, perimeter or edge insulation is always recommended. The recommended thickness is 1 or 2 inches, depending on the location of the house. Throughout the Southern states, 1" insulation is considered adequate except where the heating system is located in the floor. In such houses, 2" insulation is always recommended.

The installation of perimeter insulation is shown in Figure 3. Rigid or semi-rigid insulation is used in a two-foot width around the house. The insulation either extends down the side of the foundation for two feet, as shown in Figure 3, or for two feet under the slab from the foundation edge.

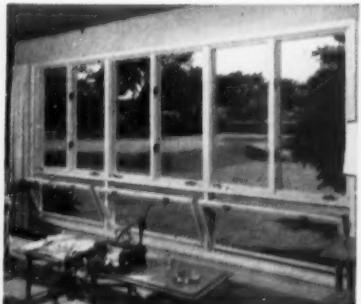
Several manufacturers produce insulation engineered especially for concrete floors. Insulation for concrete floors should always be termite-proof and it should have adequate strength to withstand the weight of the floor.

In discussing aluminum-foil insulation you often hear the phrase, "properly installed." Aluminum foil derives its insulation effectiveness through its ability to reflect radiant heat. For radiant heat to exist, there must be an air space in front of the aluminum. Consequently, when a layer of aluminum foil is packed between the sub floor and main floor, it has practically no insulation value. Installed $\frac{3}{4}$ inch below the sub floor, that same layer of aluminum foil has the effectiveness of 1" insulation!

Mineral wool and vegetable wool derive their insulation effectiveness through the many entrapped air cells. The wool is a good conductor of heat in the solid state. When it is spun into small fibers with thousands of trapped air cells, it becomes a good insulator.

Therefore, if such insulation is packed, the thousands of air cells do not exist because the many fibers of insulation are packed one against the other and the insulation effectiveness is reduced. If insulation is blown with too low density, the air cells are too large—and again the insulation effective-

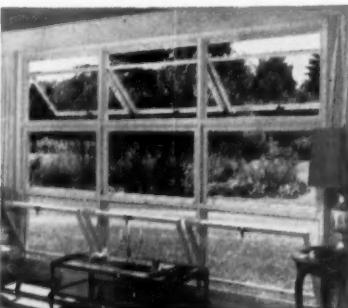
MORE HOME-BUYERS WANT...



NEW FLEXIVENTS . . . with casements . . . awning, fixed and hopper.

Andersen Windowwalls

COMPLETE WOOD WINDOW UNITS



WINDOW BEAUTY BOOSTS HOME SALES — YOU PROFIT!

More home buyers want Andersen WINDOWWALLS than any other brand. They like Andersen weathertightness, easy operation, low cost, and the choice of many practical combinations. Builders like the easy, low cost installation. Cash in on the demand. Order Andersen Window units from our complete stock. Contact your nearest Huttig office, today!

Show Your Builders
Andersen Windowwalls:
CASEMENTS
GLIDING WINDOWS
FLEXIVENTS
Awning, Hopper, Fixed,
Casement
PRESSURE SEAL
DOUBLE HUNG UNITS
Combinations To Fit
Most Plans, Budgets!

FOR QUICK SERVICE FROM COMPLETE STOCKS . . .

Huttig SASH & DOOR CO.
Since 1885 St. Louis 10, Mo.
Quality Millwork . . . Nationally Known Building Products
AREA OFFICES & PLANTS
Atlanta, Ga. • Charlotte, N. C. • Columbus, Ohio • Dallas, Texas • Jacksonville, Fla.
Knoxville, Tenn. • Louisville, Ky. • Miami, Fla. • Nashville, Tenn. • Roanoke, Va.
Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

ness is reduced.

The manufacturers recognize these facts and they specify clearly on their packages of fill-type insulation, the number of square feet it is to cover. This enables the installer to apply the insulation with the correct density.

Batts or blankets are made with the correct density of insulation. So, for similar reasons, they should not be mis-formed in installation.

Insulation is needed in all homes using heating systems in the winter or which endure high temperatures in the summer. The more severe the heat or cold, the greater the need for insulation.

Insulation is simpler and less expensive to install at the time the house is under construction than afterwards. A good insulation job results as much from good workmanship as from choice of product.

Lumber and building supply dealers should develop at least one person in their organization who can advise customers concerning the use of insulation, for the sale of insulation not only yields additional profit — it also helps to protect the customer's investment in the other materials and equipment that go to make a home.

NAHB and PC to Study Window Standardization

The National Assn. of Home Builders and the Producers Council recently held a joint meeting at the National Housing Center in Washington, D. C., to determine practical

standards for dimensioning windows and window openings.

The discussions were a part of a long-range program of dimensional standardization throughout the industry, as a means of lowering construction costs.

Participating in the initial discussions were representatives of the Aluminum Window Manufacturers Assn., National Woodwork Manufacturers Assn., and Steel Window Institute.

The plan of action is to determine which window sizes are most preferred by builders.

Staff Reorganized for National Gypsum Sales

The National Gypsum Co. has announced a major reorganization within its sales department. Chairman Melvin H. Baker said the firm is increasing its emphasis on sales to prefabricators and on market research and styling.

The firm has set up a new Commercial Trade Sales' Division, headed by J. William Duncan, to handle sales to prefabricators. George W. Handy is technical director.

To handle increased sales emphasis, National Gypsum has created a new position of director of marketing research, filled by Duncan L. Farr, former marketing consultant.

The firm's styling expert, James R. Radcliffe, has been transferred from research to sales and given added responsibilities.

Giant Press-Break Helps Make Awnings

SeaView Industries, Inc., is launching a national distribution campaign for its new aluminum product, the Flair fold-down awning, following installation of a 150-ton press-break and supplementary equipment in its modern plant in Miami, Fla.

According to Paul Rimmeir, young founder and president of SeaView Industries, Inc., more than 100 additional employees will be needed at the plant when full production demands are met for the Flair awnings.

On hand for the unveiling of the giant press-break were Adlai Stevenson, Democratic presidential candidate, leading Florida industrial executives, engineers, and state government leaders.

The new machine was designed by Nathan Becker, SeaView vice-president in charge of production, and engineers of the manufacturers, Dreis and Krump. It is used to form the aluminum frames for the Flair fold-down fiber-glass awning-shutter.



M. W. SEMISCH, right, and W. D. ROHLF have been appointed Southeastern sales representatives for the Eagle Lock and Screw Co. Both men cover Georgia, Tennessee, Alabama, Mississippi, and Florida, working from Atlanta headquarters. Semisch attended the Wharton School of Finance, and Rohlf is a University of Minnesota graduate.



*it looks better with
Patio Magic!*

Enhance the beauty of your home...bring the outdoors inside with beautiful glass sliding doors that transform walls into dramatic picture windows. Patio Magic transforms the distributor's picture, too...with pleasing profits on greater sales.

Mr. Distributor:
**LET PATIO MAGIC WORK
ITS MAGIC FOR YOU, TOO!**

**Patio
Magic**

ALUMINUM SLIDING GLASS DOORS

DARYL PRODUCTS CORP.
7240 N.E. 4th AVE., MIAMI, FLORIDA

MANUFACTURER NEWS

PROSPECT, KY.: Robert D. Becker has been appointed sales representative for the **Quaker State Metals Co.**'s line of aluminum mill products. Formerly he was with Reynolds Metals Co., and was vice-president of an aluminum window manufacturing firm.

DALLAS, TEX.: J. P. Johnston now represents Bolta-Floor products for the **General Tire and Rubber Co.** Formerly he was with the Uvalde Rock Asphalt Co. of San Antonio.

CHICAGO, ILL.: The **Lehon Co.**, makers of Mule-Hide building products and Lusterline bathroom cabinets and accessories, has announced the promotion of J. A. Boggis to district manager of the Northeast district. Kentucky is included in his territory.

YORK, PA.: The **New York Wire Cloth Co.**, which recently acquired the Lofstrand Co., Rockville, Md., has announced that the latter firm will be developed as specialists in metal fabrication for government and industry. The purchase was a

part of New York Wire Cloth's diversification program and will add 63 Lofstrand products to its present lines.

MINNEAPOLIS, MINN.: Dr. John O. Burton has been appointed director of research of the **Minnesota and Ontario Paper Co.** Former assistant director of research, Burton moves to his new position with over two decades of experience. He succeeded M. S. Wunderlich, who retired.

NEW YORK, N. Y.: The **Supradur Manufacturing Co.** recently celebrated its 10th birthday. A ceremony at the International Home Building Exposition marked the occasion, with a birthday cake presented by Charles M. Jaeger, exposition president. The firm makes a complete line of asbestos cement roofing and siding.

YOUNGSTOWN, OHIO: **Youngstown Manufacturing, Inc.**, producers of extruded aluminum metal trim, have acquired the facilities of the Ford Moulding Co., Kearny, N. J. The purchase includes Ford's general

sales office and warehouse in Kearny and a manufacturing plant in Louisburg, N. C. Ford stainless steel and aluminum products will be added to Youngstown "Superior" line.

GLENDALE, CALIF.: The **Horizon Door Co.** has placed in service the first of a fleet of long-distance van-type trucks to expedite service to its branches and distributors. They will serve Horizon rolling glass door factory branches in Dallas, Tex.; Westbury, N. Y.; Monroe, Mich.; and San Francisco, Fresno, and San Diego, Calif. Some 60 distributors eventually will be linked by the transportation system.

CHICAGO, ILL.: The **Marquette Cement Manufacturing Co.** has elected two new vice-presidents. They are Charles E. Wuelpel, technical director, and Lawrence H. Vroman, manager of engineering and construction.

HOUSTON, TEX.: Robert S. Grimmett, former Oklahoma district sales manager for the **Rockwell Manufacturing Co.**'s Delta power tool division, is now district sales manager of the Houston office. He succeeded Warren Sherman, who was moved to Atlanta, Ga., as Southern regional manager earlier this year.

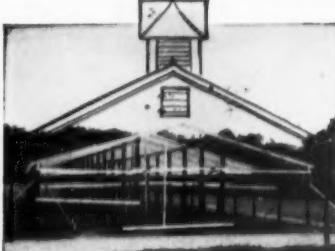
TRENTON, N. J.: John W. Goetz Jr. has joined the **Atlas Plywood Corp.** as vice-president in charge of warehousing. Before filling this newly-created position, Goetz was metropolitan division manager in New York for the Georgia-Pacific Plywood Co.

CHICAGO, ILL.: "Color in Action," which presents the sales story of the **Martin-Senour Paint Co.**, has won the top award for the best sales film in 35-mm sound slides, in the fourth annual National Visual Presentation Assn.'s competition. The film shows the Martin-Senour customized color center program for paint distributors and dealers.

BURLINGTON, VT.: Robert E. Comstock has been appointed general sales manager for the **Electrical Products Division** of the Fairchild Camera and Instrument Corp. He will direct sales of Fairchild power tools for the home-owner and small motors for industrial use. Formerly he was with Stanley Tools.

MINNEAPOLIS, MINN.: New assistant advertising manager of the **Minnesota and Ontario Paper Co.** is Ralph Rodlun. He has had six years of experience as advertising manager of Western Mineral Products.

YOU CAN BUILD A BARN FULL OF SALES ON Long-Bell BARN POLES!



... Plus These Other Lifetime Long-Bell Products:

CREOSOTED	DOUGLAS FIR:
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PINE:	
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Poles	
Piling	
Lumber	
Cross Arms	
Ties	
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	UNTREATED FABRICATED TRUSSES

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Established 1875



There Is No Substitute
For The LB Brand.

DEALER NEWS

TEXAS

IRVING: James Ratteree has purchased a half interest in the W. H. Roberts Lumber Co. He will serve as manager. The firm name has been changed to R and R Lumber Co.

MERIDIAN: Charles G. Cryer has sold the Meridian Lumber Co. to Orville W. Dutton, former manager of the company. Dutton now operates the yard as sole owner. He is another lumberman serving his community well, having been mayor of Meridian for over three years.

ABILENE: John W. Duncan and V. J. Hays have bought the Key City Lumber Co. It has been renamed the Duncan-Hays Lumber Co., managed by Hays. Duncan also owns and operates the City Lumber Co. of San Angelo.

TULIA: The Rockwell Brothers and Co. building supply firm has completed its new office and display building. Fixtures were made on the job using various materials stocked by the firm. The main building

measures 24' x 60', with an 18' x 46' storeroom in the rear. P. D. Pearson is manager.

WEST VIRGINIA

MATEWAN: The Matewan Lumber and Supply Co. celebrated its 10th year of business May 15. T. B. Varney founded the business, which today is operated by his two sons, T. I. and R. H. Varney.

MISSOURI

MARSHALL: Owen Hancox is new manager of the LaCrosse Lumber Co. yard here. He has been with LaCrosse 26 years and was transferred from Vandalia.

WEST PLAINS: Sidney Walker has announced that the Walker Lumber Co. has acquired a site in West Plains for erection of a lumber yard. The 15-year-old Walker firm will continue to operate its yard in Gainesville.

SPRINGFIELD: A strange blast

knocked a large hole in the side of the Southside Heights Lumber Co. recently. Police estimated it was caused by explosion of two sticks of dynamite.

JEFFERSON CITY: The Great Central Lumber Co. was destroyed recently in a spectacular \$300,000 fire. The firm immediately announced plans to start rebuilding.

SOUTH CAROLINA

SPARTANBURG: The Ross Builders Supermarket is a new lumber and building material store here. One of six in the state, it sells all building materials except the common grades of lumber. R. L. (Dick) Large is manager.

ARKANSAS

ROGERS: Bill Eden is new manager of the Dyke Lumber Co. He worked at the Rogers branch three years ago and since has worked at the Fayetteville and Bentonville branches.

FORT SMITH: The North Side Building Supply Co. has expanded its facilities. It tied in an "open house" with the 50th anniversary

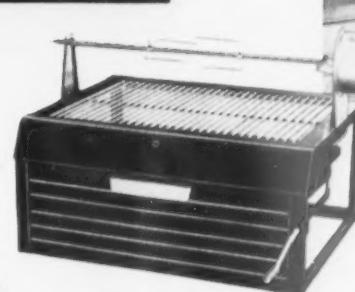


Satisfy popular demand for smart styling, fine construction and flawless performance with Burr-Southern . . . the original built-in barbecue!

BURR ADJUSTAFIRE



Model A300, designed for pit-type installation. Adjustable firebox with stationary chromed grill. Black or bronze hammer-tone enamel. (Spit optional.)



No installation required on these models . . . merely set into opening.



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A deluxe unit with stationary chromed steel grill and adjustable firebox . . . the preferred heat control for broiling or spit cookery. Designed for indoor or outdoor installation. Black or bronze hammer-tone enamel. (Spit optional.)

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WRITE US FOR DETAILS. DEALER INQUIRIES INVITED.
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in steel windows —**

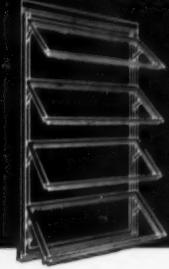
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ALUMINUM WINDOWS

• Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in



VENTO ALUMINUM AWNING WINDOWS

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

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ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

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VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction.

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO STEEL PRODUCTS
CO., INC.
253 Colorado Street
Buffalo 15, N.Y.

celebration of the shopping center it serves.

JONESBORO: Charles A. Stuck, Stuck Brothers lumber yard, has been named to a 70-man commission to study racial segregation in the Methodist Church.

SHERIDAN: Franklin Edwards, general manager of the Long-Bell Lumber Co. here, has been elected president of the board of directors of Sheridan schools.

TENNESSEE

MURFREESBORO: John Shacklett has accepted a position with the Bell Brothers Lumber Co. as manager of the paint and glass department. Formerly he was in charge of local purchases at Stewart Air Force Base.

KENTUCKY

AUGUSTA: Jack Miller has purchased George Lewis' interest in the Miller-Lewis Lumber Co. The name of the 75-year-old company has been changed to the Miller Lumber Co.

MAYFIELD: The Thomas-McDade Lumber Co. recently conducted a builders' clinic for local carpenters and contractors. Representatives of the Celotex Corp. discussed trends in new home construction and remodeling.

SCOTTSVILLE: The Macon County Lumber Co. has been sold to Marvin Woods, operator of a large sawmill and lumber yard here.

CHARTERS OF INCORPORATION: Smith Lumber Co., Lexington; McGrannahan Building Supply Co., Lexington.

ALABAMA

BIRMINGHAM: Claude Grayson, president of the Grayson Lumber Co., has bought about 300 acres in Pinson Valley for development of home sites and industrial sites.

KANSAS

ASHLAND: R. V. Shrewder, general manager of the Home Lumber and Supply Co., has been elected to the state Chamber of Commerce board of directors.

BREWSTER: Jack Tacha has moved here from Norton to manage the Foster Lumber Co.

CONCORDIA: The Concordia Lumber Co., operated here for more than half a century by members of the late Tom McCue family, has

been sold to Robert and Paul Rasure. The new owners also have a lumber yard at Goodland.

ERIE: The Erie Lumber Co. has a new manager — Thomas Lloyd. He replaced Roger Jenkins, who is now working in Dardanelle, Ark.

GOODLAND: Clarence Mangus is new manager of the Foster Lumber Co. branch yard here. He succeeds the late C. R. Butts. Mangus was transferred from a yard in Lance Creek, Wyo.

LEBO: F. W. Schiller has retired as manager of the McAllister-Fitzgerald Lumber Co. He has been in the lumber industry over 53 years and became manager of the Lebo yard in 1936. His successor is Jack Benedict, who has been working in the yard since the end of World War II.

OKLAHOMA

DUNCAN: Kenneth Nelms, manager of the Shambarger Lumber Co., has been elected president of the Duncan Lions Club.

LOUISIANA

CHARTERS OF INCORPORATION: Standard Lumber and Hardware Co., West Monroe.

VIRGINIA

ROANOKE: The Virginia Building Supply Co. has announced plans for the first Do-It-Yourself building material store in this area. The store building will have two floors. The upper floor, with entrance on one street, will serve retail customers. The other floor will accommodate wholesale business.

SOUTH NORFOLK: A freak sawdust explosion seriously burned six men recently at the Burton Lumber Co. Three company officials, including President George H. Burton, and three firemen were injured. Burton was credited with saving the life of a company draftsman by holding him back from jumping off the roof after he had been severely burned.

NORTH CAROLINA

DURHAM: In honor of the 10th anniversary of the Coman Lumber Co., the June 17th Sunday edition of the *Durham Morning Herald* featured a special 10-page section on the history of the company and civic activities of its owners, interspersed with Coman ads. It told how James H. Coman Sr., affectionately called "The Boss" by his three sons and wife, had always wanted his own

business. While the two older sons, Jim and Bill, were still in the Navy during World War II, their father outlined plans for forming the business. John, who was then in high school, later joined the business to handle advertising, after graduating from art school. The Coman firm has pioneered in catering to the D-I-Y market.

GASTONIA: A new firm has been organized, the Witten Building Supply Co., Inc. It is an outgrowth of the building material division of the Witten Iron and Metal Co. J. H. Witten is president, and A. E. Witten is vice-president and general manager.

LEXINGTON: J. Frank Smith has sold his interest in the Smith Lumber Co. here. He has bought controlling interest in a local wholesale grocery firm.

OBITUARIES

JOSEPH I. MACATEE, 84. Chairman of the board, Macatee and Sons, Inc., Houston, Tex.

E. C. ALEXANDER, 71. President, Alexander Lumber and Fuel Co., Kansas City, Mo.

B. B. SHAW, Founder, Plywoods-Plastics Corp., Hampton, S. C.

FRANK B. CONNET, 86. President, Frank B. Connet Lumber Co., Kansas City, Kan.

WALTER PRINGLE III, 36. President, Mid-Atlantic Lumber Co., Charleston Heights, S. C.

EDWIN EUGENE FREEMAN, 31. Division manager, Jet Lumber Co., Dallas, Tex.

ROY B. LUNDY, 78. Retired owner, Roy Lundy Lumber Co., Tulsa, Okla.

GEORGE DEWEY HOWELL, 59. Lumber dealer, Cabot, Ark.

GEORGE STUCKEY, Owner, George Stuckey Lumber Co., Wichita, Kan.

FRANK P. BORDEN, 51. Traffic director, Douglas Fir Plywood Assn., Tacoma, Wash.

EDWARD L. ROBINSON, 69. Vice-president and part owner, Mobile River Sawmill Co., Mobile, Ala.

JOHN H. ROSENBERGER, 62. President, John W. Rosenberger Lumber Co., Charlottesville, Va.

SID BRIETZ, 63. President, Whiteselle Brick and Lumber Co., Corsicana, Tex.

WILLIAM DAVID HARRIS, 61. President, Waples-Painter Lumber Co., Gainesville, Tex.

COOLIEGE LESURE, 62. Manager of estimating department, Campbell Coal Co., Atlanta, Ga.

HELPFUL LITERATURE

CEDAR SHAKES. A handy, illustrated guide for beginning a starter course for a double-coursed exterior wall with machine-grooved cedar shakes is offered by the Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle, Wash. The only extra piece of equipment needed for this method is a piece of shiplap, from 6' to 8' in length.

HOME - OWNER LITERATURE. "Readings for the Prospective Home Owner" is a list of books and pamphlets to aid future buyers in having a thorough background knowledge in what to look for in a home, how to build and finance it, and to choose an appropriate design. The free list was compiled by the Housing and Home Finance Agency, office of the Administrator, Washington 25, D. C.

JALOUSIES. Describing the three main advantages of jalousies, a six-page folder is offered by the Lemlar Manufacturing Co., Dept. SBS, P. O. Box 352, Gardena, Calif. The folder shows how jalousies reduce solar heat loads on windows up to 85 per cent. Photographs show both

vertical and horizontal jalousies.

DRY-WALL TRIM. The complete Dry-wall Trim line of improved all-steel corner guards and edge guards is graphically illustrated in a four-page folder. Drywall Trim, Inc., Dept. SBS, 2408 N. Farwell Avenue, Milwaukee, Wisc.

ASBESTOS-CEMENT SIDING, ROOF. Full-color booklet shows plans and elevations for two- and three-bedroom homes with asbestos-cement sidings and roofs. It shows how to lap siding with wood nailing strips to create an attractive shadow line, and how to apply panels to achieve board-and-batten effect. Asbestos-Cement Products Assn., Dept. SBS, 509 Madison Avenue, New York 22, N. Y.

RESEARCH DIRECTORY. The "Building Science Directory" is the first section of a comprehensive guide to sources of information on research and technical developments in the building industry. It includes listings and facts about all related associations that conduct a research program. Building Research Insti-

increase sales with

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High Flash Point
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Long Leveling
Pleasant Odor
Fast Turnover
Greater Markup

Gal., Qts., Pts., 1/2 Pts.

tute, Dept. SBS, 2101 Constitution Avenue, Washington 25, D. C.

RESIDENTIAL LOCKSETS. Sunray locksets are pictured in a colorful brochure offered by the manufacturer, the Western Lock Manufacturing Co., Dept. SBS, 211 North Madison Avenue, Los Angeles 4, Calif. Complete specifications are given for the locks, matching door handles, and exterior trim.

Classified Advertising

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Minimum Charge \$5.00

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Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

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806 Peachtree St., N.E.
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SALESMAN WANTED

To represent AAAI manufacturer of building products in Virginia, North Carolina, South Carolina and Georgia. To call on manufacturers, distributors and dealers. Territory and products well established. New products to be introduced. Sales experience necessary in building products field. Age not over 35. Send full details in resume to Box 69, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

MANUFACTURERS' REPRESENTATIVES WANTED

EXCLUSIVE TERRITORY now open for Builders Supply and Tool Salesmen interested in building a profitable sideline. Low cost, dependable liquid level, essential on every job for builders, carpenters, masons, plumbers, etc. Market tested five years. Very little competition. Write today for details. HYDROLEVEL, 929 DeSoto Ave., Ocean Springs, Mississippi.

Aggressive representative calling on hardware and building supply trade wanted by leading manufacturer of louvers and ventilators for residential and commercial construction. Complete line, competitively priced. We protect representatives 100%. Please indicate present lines and territory covered. Reply to LESLIE WELDING COMPANY, INC.—2943 Carroll Avenue, Chicago 12, Illinois.

MASONRY REINFORCING. "Use Wal-Lok. It Bonds Better" is a brochure describing Wal-Lok masonry reinforcing. Charts show bond stresses for various types of wire reinforcing. Adrian Peerless, Inc., Dept. SBS, 1425 East Michigan, Adrian, Mich.

SHINGLE COLOR SELECTOR. Celotex color - harmonized shingles are shown in close-up pictures that clearly depict their beautiful hues in a full-color folder for consumers. Suitable for mailing, the folder aids in selection of roof colors. Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago 3, Ill.

SOUND-SLIDE FILM LIST. "Sound Slidefilm Guide" lists 1,000 individual sound-slide films available on construction topics and other fields. It also tells how to secure these films for showing to groups and whether they are rented, purchased, or lent free. The book is offered for \$1 by the Audio Visual Division, DuKane Corp., Dept. SBS, St. Charles, Ill.

PLASTIC - COATED PANELS. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio, offers a catalog describing its entire line of decorated hardboard. It includes 4-foot wide sheets, tongue - and - groove planks and blocks, and Marlite Korelock paneling. Decorative treatments include 17 colors, nine wood grain and five marble patterns.

LUMBER STORAGE RACK. The utility value of the "tree" type of lumber handling and storage rack has been increased in a new design, No. 665, offered by the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C. The new design, like its predecessor, is based on the Teco system of engineered timber construction, using wedge-fit timber connectors and Trip-L-Grip framing anchors.

ELECTRIC TOOL CATALOG. The Thor Power Tool Co., Dept. SBS, Aurora, Ill., offers a catalog on its complete line of Silver Line and Speed Tool electric tools. The catalog is indexed and is hole-punched.

for insertion in binders.

CEMENT MIXER. A colorful catalog shows Hi-Up truck mixers. A series of pictures illustrates the accessibility features by showing the mixer at every stage of action. Worthington Corp., Dept. SBS, Harrison, N. J.

USEFUL NEW BOOKS

Home Wood Projects

71 Home Projects in Wood offers hobbyists patterns for enough projects to last for years—at a cost of 35 cents for all 71.

The variety of items to be made covers a wide range for home and workshop.

Typical projects are lawn furniture, bedside table, collapsible sawhorse, tool cabinet, bookcases, desk that "grows," bunk beds, room addition. All projects are indexed for easy finding. Instructions are concise but complete.

"71 Home Projects in Wood" is offered by the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.

Improvement Guide

The **Popular Mechanics Home Improvement Guide** was planned to tie in with the nation-wide *Operation Home Improvement* during 1956.

The 192-page book gives the homeowner a practical outlook on various home improvements from altering the exterior of a home to modernizing a bathroom. It chiefly covers materials and their uses in jobs that the average home-owner will have no trouble in carrying out and takes the "mystery" out of such jobs as installing a Do - It - Yourself air-conditioning system, adding a shower, or garden-magazine landscaping.

The book is also helpful to those who merely plan remodeling projects but intend to hire a mechanic to carry out the work.

The book's "before" and "after" photographs are inspirational. All projects are profusely illustrated with photos or sketches, with a minimum of explanatory copy, so that the reader is literally "shown" what step to take next.

Of particular interest is the last chapter covering "Built-In Units for Your Home." This shows numerous ways to add convenience and extra storage space to the average home.

The book is indexed by all parts of the house, materials used, tools, and such specific jobs as "two-story extension."

"Home Improvement Guide" sells for \$2.50. It is available from Popular Mechanics Press, 200 E. Ontario Street, Chicago 11, Ill.

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FOR THE FINEST IN . . .
Oak Flooring - Maple Flooring - Beech Flooring
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FOR THE BEST YIELDS IN
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Certain-teed's Meyer Heads Roofing Bureau



The board of governors of the Asphalt Roofing Industry Bureau recently elected Malcolm Meyer chairman. Meyer is president of the Certain-teed Products Corp.

Eli Chamberlain, vice-president of Bird and Son, was re-elected treasurer.

Members of the bureau include

these firms: Artic Roofings, Inc.; Atlantic Asphalt and Asbestos, Inc.; Bird and Son, Inc.; Bear Brand Roofing Co.; Bonafide Genasco, Inc.; Philip Carey Manufacturing Co.; Celotex Corp.; Certain-teed Products Corp.; Flintkote Co.; Globe Roofing Products Co., Inc.

Johns - Manville Corp.; Keystone Roofing Manufacturing Co.; Koppers Co.; Lehn Co.; Logan-Long Co.; National Manufacturing Corp.; B. F. Nelson Manufacturing Co.; Reilly Tar and Chemical Corp.; Ruberoid Co.; T-K Roofing Manufacturing Co.; Tamko Asphalt Products, Inc.; Tilo Roofing Co., Inc.; Volasco Products Co., and Western Elaterite Roofing Co.

Factors in Builder's Choice of Locksets

Price is not the only factor in the builder's selection of residential locksets within certain price categories, a market analysis made for Kwikset Locks, Inc., by a national research organization has revealed. The survey showed that:

"In choosing a brand within the low-price field, the builder's choice is influenced by many other factors as well as price; namely, ease of

installation, mechanical reliability, the recommendation of the dealer, reputation, design and finish of the lock, and availability in the quantities desired when needed."

According to President Adolf Schoepe, the market analysis revealed the fact that Kwikset had captured 33 per cent of the entire American residential lockset market. He said this makes his Anaheim, Calif., firm the leading residential lockset manufacturer in the nation.

Pine Plywood Standard Revision Recommended

A revision of the ponderosa pine and sugar pine plywood Commercial Standard CS157-49 has been recommended by the Commodity Standards Division of the U. S. Department of Commerce.

The proposed revision was formed by a technical committee in the industry and has been adjusted in accordance with the comment of other interests. It provides requirements for 14 grades of special moisture-resistant interior and exterior types of pine plywood.

The standard also covers tests, standard sizes, size tolerances, inspection rules, labeling, and nomenclature.

Better Working Light

No Replacement Costs

Install Shatterproof, Light Diffusing

FILON
Fiberglas and Nylon Reinforced
PLASTIC PANELS

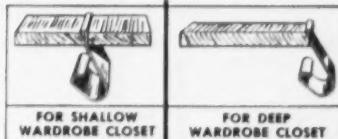
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228 North LaSalle Street, Chicago 1, Illinois
55 Marietta Street, N. W., Atlanta 3, Georgia



IDEAL "IKE" announces . . .

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New Ideal combination clothes hanger rod and shelf support eliminates shelf and rod sag

Extruded Alcoa Aluminum rod smartly edges shelf and makes it rigid for full width of closet. Drill and saw to fit like lumber. No painting or upkeep necessary. Available in cartons of ten 10 ft. lengths, No. 700 and twenty-five 16 ft. lengths, No. 725.

write for prices and delivery

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VAPORSTOP

*Rot-Resistant Vapor Barrier
 for Dry Floors!*

Fungicide-treated, Sisalkraft VAPORSTOP is used under concrete slabs and as a ground cover for crawl spaces. Profit now by selling the longest-lived, reenforced waterproof paper on the market!



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Sisalkraft salesmen have been calling on your customers hammering home the advantages of Sisalkraft VAPORSTOP in performance, easy handling and low cost — for homes, farms, all construction where dry floors are a must. It's as tough and dependable as Sisalkraft. We're telling the story with hard-hitting ads, folders, other literature. Available in rolls 3-8 ft. wide.

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ORANGE LABEL SISALKRAFT — Toughest, all purpose waterproof building paper made.

SISALATION — Fast selling reflective insulation and vapor barrier.

COPPER ARMORED SISALKRAFT — Low cost, pure copper for permanent water-

proofing and concealed flashing.

SISALKRAFT MOISTOP — New permanent vapor barrier, Polyethylene backed, reinforced impregnated kraft.

SISALITE — Polyethylene film for protecting materials, closing-in, etc. Rip-resistant, transparent.

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SISALKRAFT
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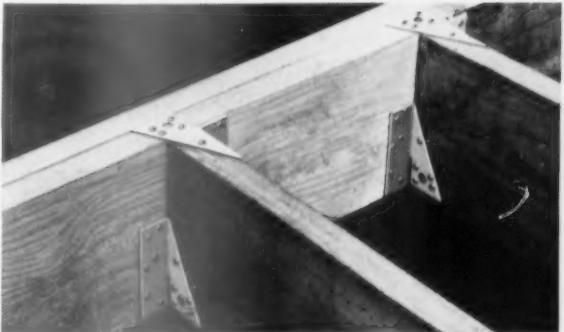
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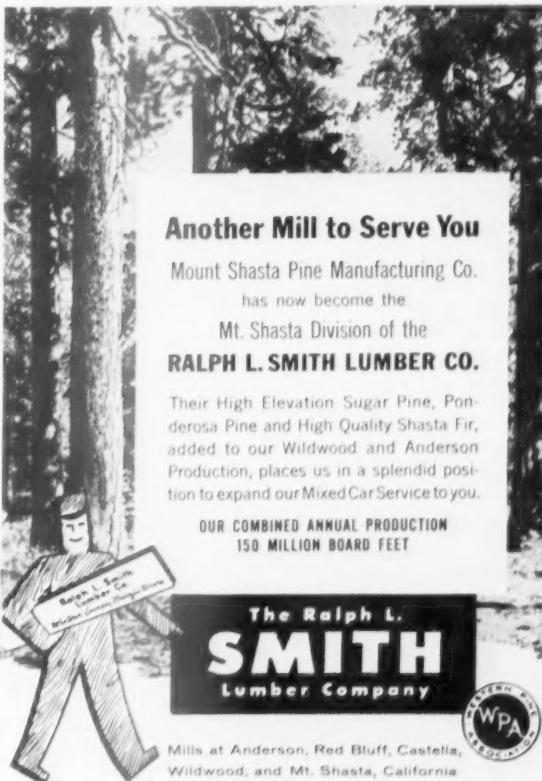
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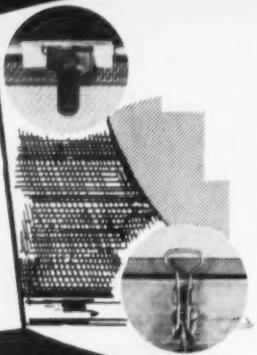
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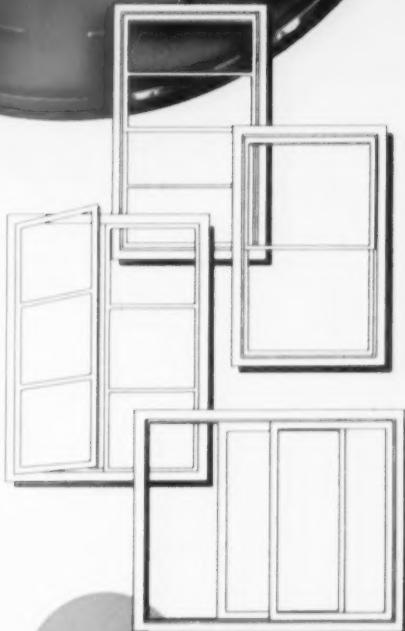


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